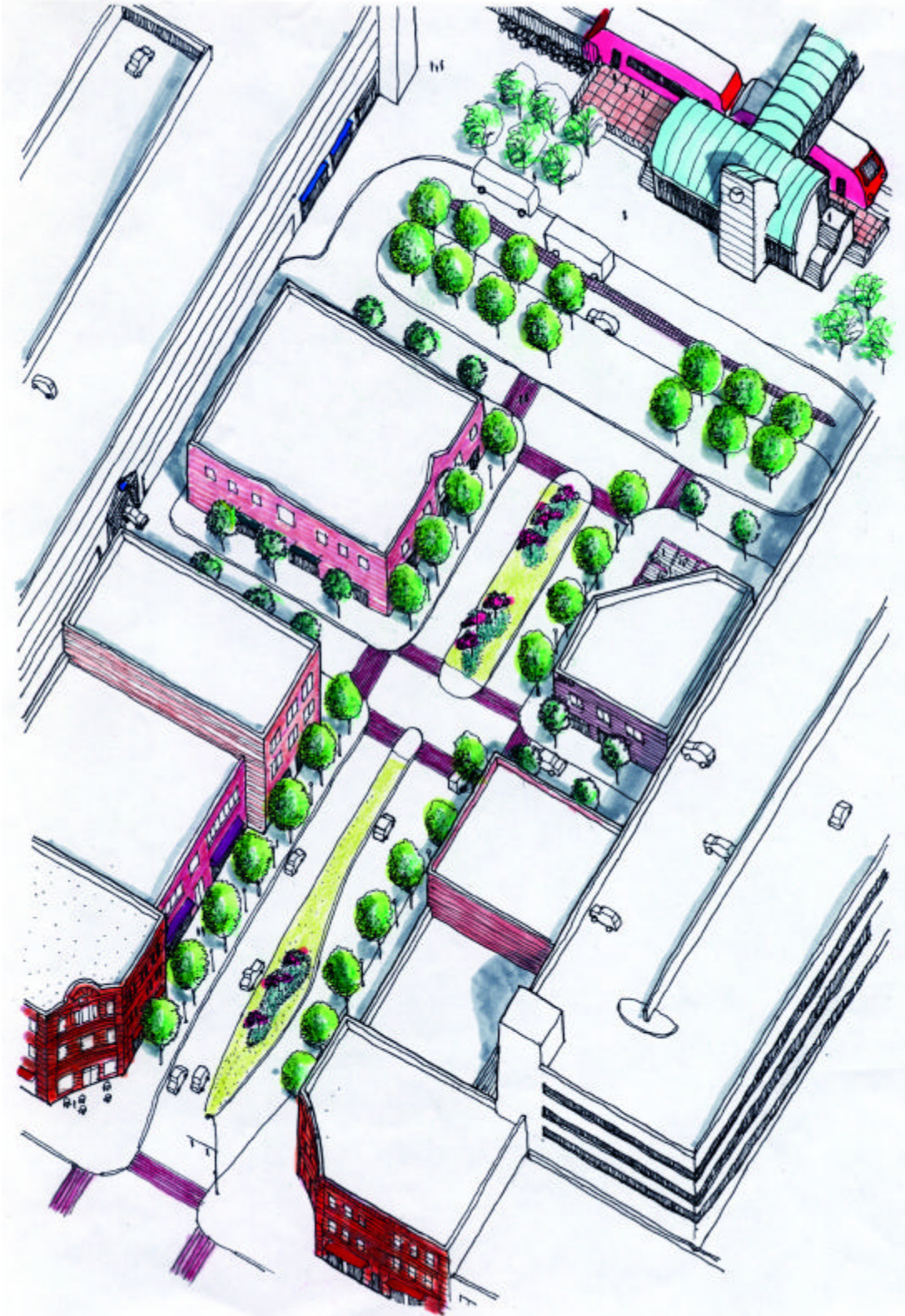


INDIANOLA AVENUE CORRIDOR PLAN



City of Columbus, Department of Development, Planning Division

prepared with assistance from McKenna Associates, Inc.
in affiliation with its sub-consultant Market Insite Group, Incorporated

Indianola Avenue Corridor Plan

December 2003



City of Columbus

Michael B. Coleman, Mayor

Department of Development

Mark Barbash, Director

Planning Division

Stephen R. McClary, Administrator

Elizabeth A. Clark, AICP, Assistant Administrator

Prepared by:

Craig Noreen, Senior Planner

Elsie Thomas, Graphic Designer

With assistance from:

McKenna Associates, Inc.

Market Insite Group, Inc.



The Indianola Avenue Corridor Plan was adopted by City Council on December 15, 2003 as the official policy document for the Planning Area. Provisions of the plan address land use, infrastructure improvements, and development/redevelopment. Please direct all questions regarding the contents of this plan to the Planning Division, City of Columbus, 109 N. Front Street, Columbus, Ohio 43215.

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Jonathan Barnes

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From the Director

On behalf of the City's Department of Development, I congratulate those who participated in the preparation of the Indianola Avenue Corridor Plan, which was adopted by City Council on December 15, 2003.

The plan was developed in response to community concerns about the future of the corridor. To that end, the Indianola Avenue Corridor Plan delineates a vision for the area; its provisions establish a blueprint for future land use, development/redevelopment, and streetscape improvements.

The Indianola Avenue Corridor Plan would not have been possible without the contribution of civic leaders, property owners, area residents, and business interests. Their hard work and dedication reflects a strong commitment to the area.

Again, congratulations! The city of Columbus looks forward to continuing work with Clintonville as it pursues implementation of the plan's provisions.

*Mark Barbash, Director
Department of Development*

Acknowledgements

The city of Columbus wishes to thank the following individuals for their participation in the planning process. The *Indianola Avenue Corridor Plan* would not have been possible without their insight and thoughtful contributions.

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Clintonville Incorporated

Ernie Hartong

**Clintonville Area Chamber
of Commerce**

Barb Powers

Clintonville Resident

Chris Baker

Clintonville Resident

Daniel Imlay

Clintonville Incorporated

John Rizek

Clintonville Resident

Paul Buster

Clintonville Area Commission

Jeff Johnston

Clintonville Resident

Chuck Rundio

Clintonville Resident

Jim Daley

Central Ohio Transit Authority

Newt Jones

Olympic Swim & Racket Club

Anand Saha

Café Mozart's

Judy Davis

**Clintonville Area Chamber
of Commerce**

Matt Larkin

Clintonville Resident

D. Searcy

Clintonville Incorporated

Larry Davis

Delaware Technical Services

Sally Lindsay

Clintonville Academy

Sandy Simbro

Clintonville Area Commission

Sharon Daye

**Clintonville Area Chamber
of Commerce**

Dan McIntyre

Clintonville Resident

Martin Smith

Clintonville Resident

Bob Erickson

Clintonville Resident

Mark McCloskey

Beechwold Veterinarian Hospital

David Southan

Clintonville Resident

Tom Erney

Clintonville Area Commission

Rod Pickston

Clintonville Resident

Jim Truman

Clintonville Resident

Norman Wine

Clintonville Resident

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Purpose of the Plan



The *Indianola Avenue Corridor Plan* was prepared at the request of the Clintonville community, many of whose residents and business owners had expressed concerns about the corridor's existing conditions and future prospects. Property owners on and around Indianola Avenue wanted a 'blueprint' for the area that would provide direction and stimulate interest in the corridor.

With input from community leaders and key businesses along the corridor, the following four objectives were identified as key goals for the plan:

These objectives served as a focal point for individuals involved in this planning initiative and were referred to throughout the planning process.

KEY GOALS

- ◀ Develop land use recommendations
- ◀ Define supportable markets for the corridor
- ◀ Identify future development/redevelopment opportunities
- ◀ Provide guidelines for streetscape improvements

Planning Area Boundaries

The *Indianola Avenue Corridor Plan* addresses that portion of Clintonville generally bound by:

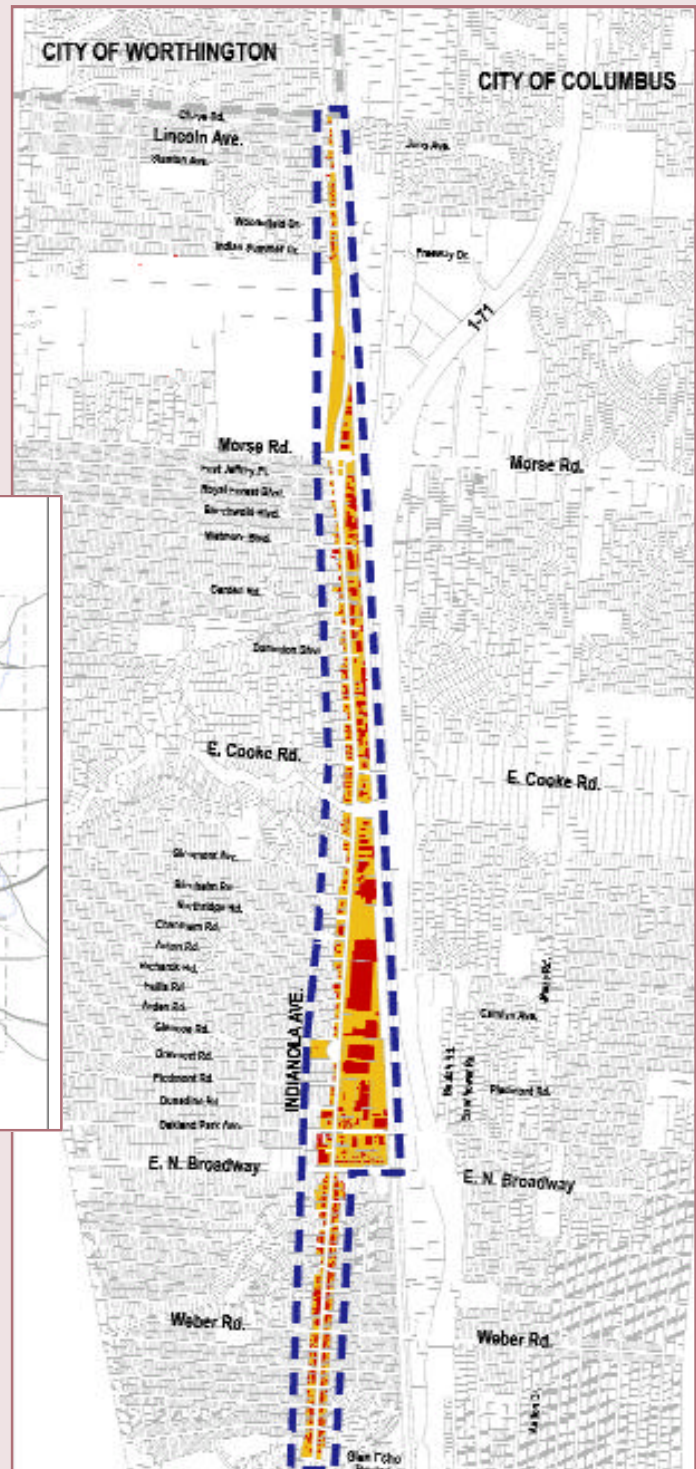
- ◀ City of Worthington corporation line on the north;
- ◀ Interstate 71 and the alley east of Indianola on the east;
- ◀ Rear property lines of parcels fronting Indianola on the west; and
- ◀ The Glen Echo Ravine on the south.



Legend

- Municipal Boundary
- Study Area
- Building Footprints
- Study Area
- Surrounding Area

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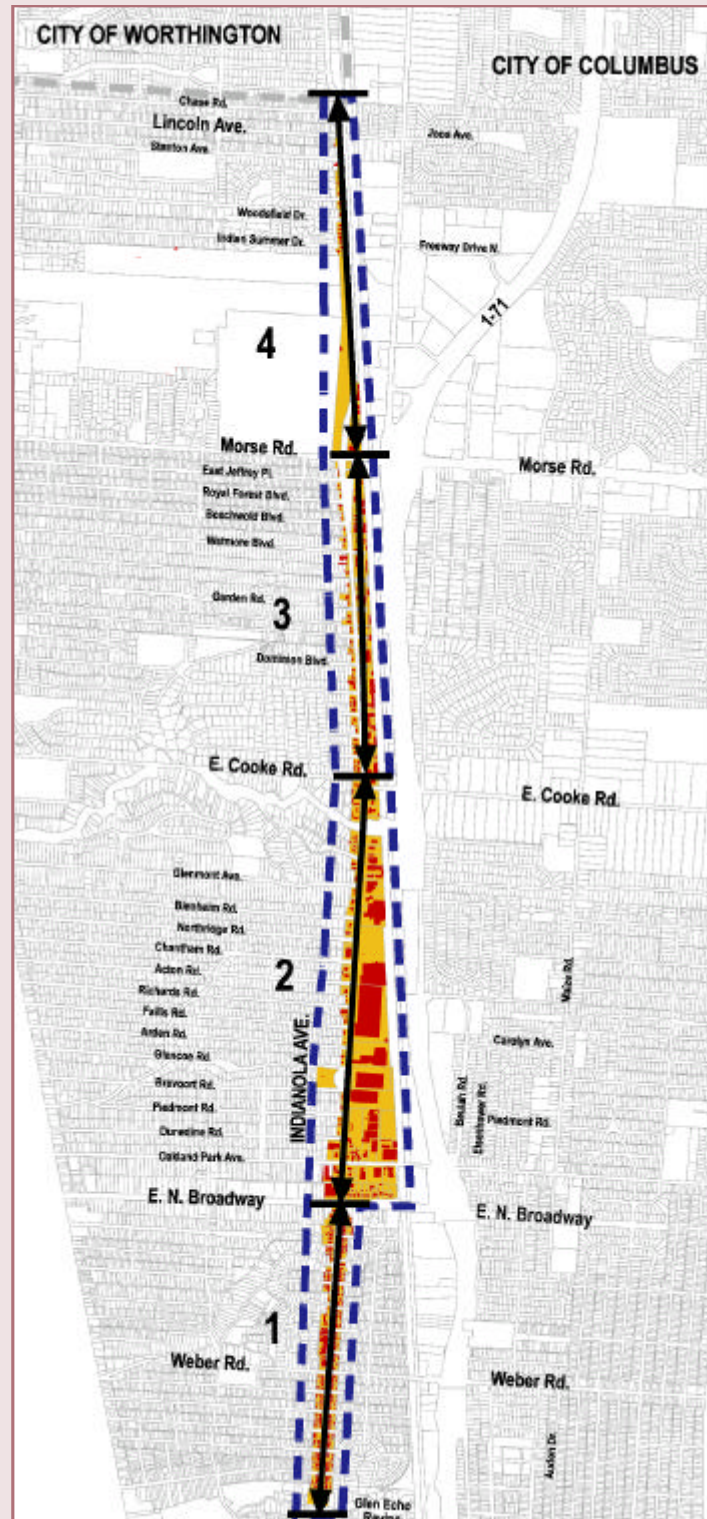
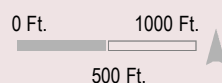
Corridor Sub-Districts

The area addressed in this Plan is an eclectic section of Indianola Avenue marked by diverse physical features, land uses, and development patterns. For that reason, the corridor was sub-divided into four distinct districts, each named for existing characteristics that define the area. The corridor sub-districts include:

- ◀ **1 -South Clintonville Neighborhood District**, from the Glen Echo Ravine to East North Broadway
- ◀ **2 -Central Clintonville Mixed-Use District**, from East North Broadway to Cooke Road
- ◀ **3 -North Clintonville Office-Retail District**, from Cooke Road to Morse Road
- ◀ **4 -The Clintonville-Worthington Link**, from Morse Road to the city of Worthington corporation line (just north of Chase)

Legend

- 1 South Clintonville Neighborhood District
- 2 Central Clintonville Mixed-Use District
- 3 North Clintonville Office/Retail District
- 4 The Clintonville-Worthington Link
- Municipal Boundary
- Study Area
- Building Footprints
- Study Area
- Surrounding Area



The Planning Process



The process began with the selection of a consultant to assist with plan development. A committee of individuals representing key community groups and business interests worked with the city to interview and select a firm. Among other things, the consultant was to provide expertise in land use planning, urban design, and retail market analyses. The committee selected the team of McKenna Associates and Market Insite Group.

Next, the consultants conducted a community design workshop. Civic groups, neighborhood residents, and property owners within the planning area were invited to participate. At the conclusion

of the workshop, individuals were asked to help guide plan development by serving on a steering committee. Approximate 20 attendees volunteered to participate.

During the following months, the *Indianola Avenue Corridor Plan* steering committee assisted the city and its consultants in identifying issues, assessing resources and constraints, formulating goals, and developing recommendations.

Plan Development

Plan development began with a community design workshop. Facilitated by the consultant team, approximately 55 stakeholders from the corridor and surrounding neighborhoods attended the three-hour meeting. Representatives of various city departments/divisions and other public entities also participated. Working in groups of 10 to 12, attendees were asked to respond to the following three questions:

- ◀ What are you most proud of when you think of the Indianola Avenue corridor?
- ◀ What are you most sorry about when you think of the Indianola Avenue corridor?
- ◀ What is your vision of the Indianola Avenue corridor over the next 5, 10, or 20 years?

Assisted by a representative of the consultant team, each small group recorded their responses. They then worked through a series of exercises to develop a vision and design concept for the corridor. Detailed responses for each group as well as the results of their visioning and base map concept exercises are provided in Appendix A to this Plan. The workshop concluded with the development of a set of collective ideas and images for the corridor. The following is a summary of the most prevalent visions and design concepts that emerged from the workshop.

COMMON VISIONS:

- ◀ Meet the needs of adjacent residents
- ◀ Provide a mix of uses
- ◀ Establish a unified design theme
- ◀ Improve the transportation system
- ◀ Enhance the Corridor's appearance or aesthetic character
- ◀ Create a slogan, logo, or saying (e.g., "It's All Right Here") to represent the Corridor

Plan Development

A steering committee was formed following the community design workshop. Facilitated by the project consultants, the initial several meetings were held to gain more detailed information about the corridor and insight about key issues. Detailed analyses were conducted during this phase of plan development, including a retail market study. Next, the consulting team solicited goals from the steering committee. The primary objectives identified for the corridor were 1) to build upon its unique and eclectic mix of uses, and 2) to establish Indianola as a corridor that is complementary, rather than competitive, with High Street. These goals, along with the results of the community workshop, were then used as guiding principles by the consultants in their formulating recommendations for the corridor. As these recommendations were developed, the steering committee was brought back together to review, comment and, ultimately, refine the recommendations.

DESIGN CONCEPTS:

- ◀ Create identifiable "gateways"
- ◀ Enhance the streetscape/landscape
- ◀ Divide up the corridor with traffic calming devices
- ◀ Improve the aesthetics of the roadway and Glen Echo Ravine bridge
- ◀ Create distinct "district(s)" within the corridor planning area

Retail Market Study

The consultant team undertook a retail market study of the planning area, including identification of the corridor's trade area, current appeal, lifestyle characteristics, and additional supportable retail uses. To undertake this project, the consultant team completed a locational evaluation; defined and described the trade area; identified trade area population, demographic and lifestyle characteristics; and completed a retail void analysis. All data and raw findings from this work can be found in Appendix B of this Plan. Based on the results of these analyses, the consultant team concluded that approximately 40,500 square feet of additional retail is currently supportable along the Indianola Avenue corridor. This would represent an approximate 28% increase over the existing retail space within the planning area.

Next, the consultants identified specific retail use types. They concluded that uses should be neighborhood-oriented to coincide with the population base surrounding the corridor and complement, rather than compete with, existing retail uses along Indianola Avenue and High Street. The recommended retail uses would, for the most part, satisfy the day-to-day needs of trade area residents and better position the corridor to compete with the strong retail located on the periphery of the defined trade area. Key goals listed above are examples of specific retail use types recommended for consideration.

KEY GOALS

- ◀ 13,500 square feet of **restaurant space** to include
 - ♦ one regional upscale restaurant and
 - ♦ two to three neighborhood-oriented restaurants offering a simpler mix of menu items
- ◀ A 10,000 square foot **drugstore** offering convenience grocery items
- ◀ A 4,000 square foot **video store**
- ◀ A 3,000 square foot **bike/skate shop**
- ◀ A 2,500 square foot **electronic store**
- ◀ An additional **hobby store** (approximately 2,500 square feet)
- ◀ A 2,000 square foot **card and gift store**
- ◀ A 2,000 square foot **bakery**
- ◀ A 1,000 square foot neighborhood **florist**

The Retail Market Study

In addition, the market study recommended that the focus of new retail be located around the geographic and natural center of corridor activity at Indianola and Oakland Park avenues. However, the study suggests that the additional hobby shop and bike shop be located near the existing train/hobby shops so that 1) it creates a hub of similar retail and 2) it is easily accessible to students from the corridor's private schools.

These provisions are based on the retail environment in northern Columbus as it currently exists. However, as the Indianola Avenue Corridor develops into a more attractive, pedestrian-friendly retail environment, and the recommended retail has been established, the Corridor may allow for the deployment of additional retail and/or services. Additionally, should new residential uses be deployed on or near the Indianola Avenue Corridor, additional retail may be supportable. The market, however, should be re-evaluated at that time to assure continued growth along the Indianola Avenue Corridor.



Vision for the District

A thriving 'Main Street' for southeast Clintonville, with a fully developed commercial strip of neighborhood-oriented uses.

Key Goals and Objectives

The following goals and objectives were formed based on the community's shared vision and concepts for the South Clintonville Neighborhood District:



- ◀ Develop the southern 'gate' to Clintonville, including signage and improvements to the Glen Echo Ravine bridge
- ◀ Pursue streetscape improvements, including the installation of a landscaped median in front of the district's commercial strip
- ◀ Create a Special Improvement District (SID) to enhance the area between Weber and Midgard roads

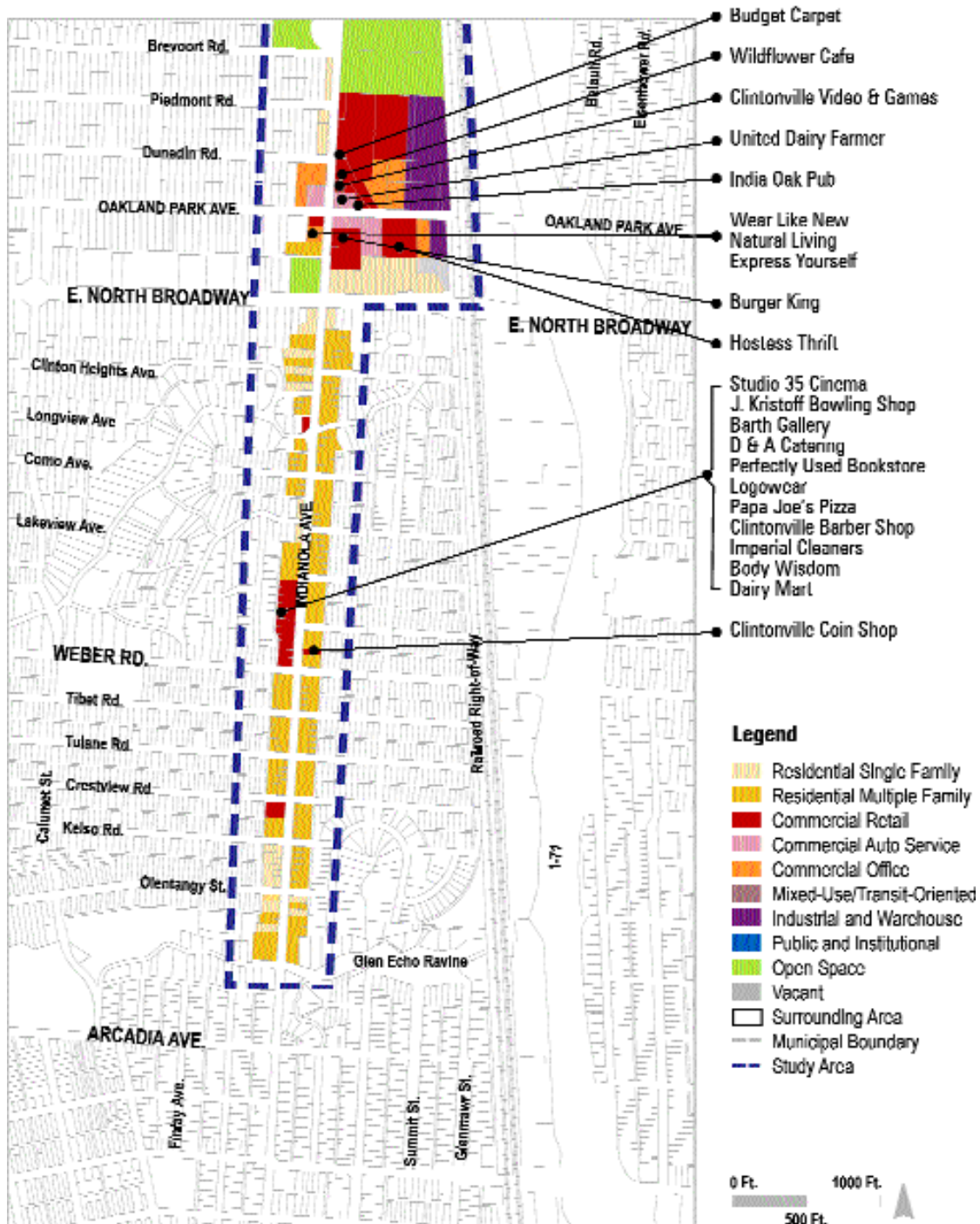
Analysis of Existing Conditions

The existing character of the South Clintonville Neighborhood District is similar to that of a small town, with single and multi-family housing and a cluster of commercial buildings that form a "Main Street" type setting. The corridor in this portion of the planning area is fully developed, with curbs, gutters, and sidewalks on both sides of the street. The corridor varies between a two-lane street section with limited on-street parking and a four-lane street section with limited turning lanes.

Based on a survey of current conditions, the following were identified as existing land uses within the South Clintonville Neighborhood District:

- ◀ Residential single-family (both sides of Indianola)
- ◀ Residential multi-family (both sides of Indianola)
- ◀ Commercial retail (west side of Indianola, just north of Weber)

Analysis of Existing Conditions



1.1 Existing Land Use

Analysis of Existing Conditions

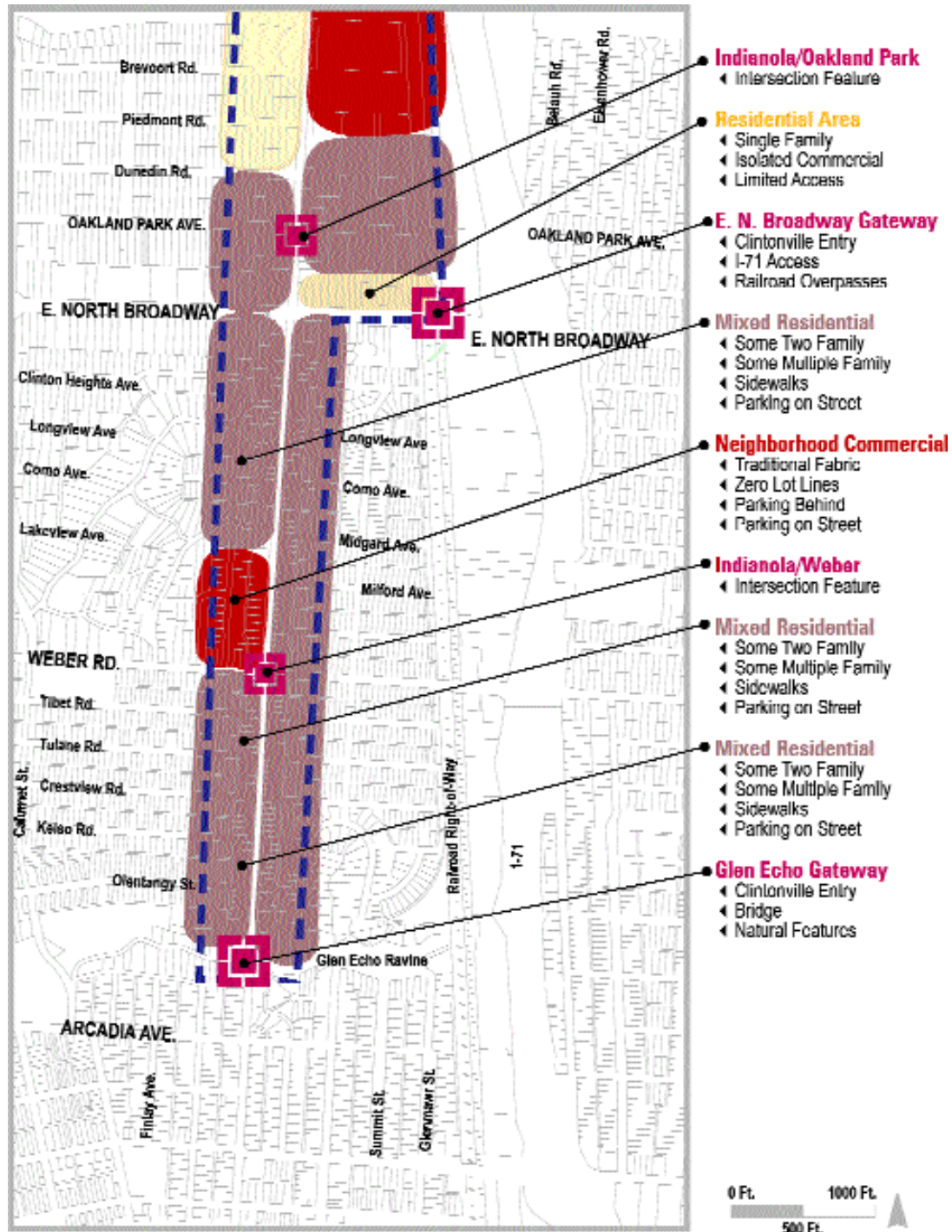
An inventory of resources and constraints was also conducted as part of the survey of current conditions. Key assets and liabilities within the South Clintonville Neighborhood District include:

- ◀ Access to I-71 via Weber Road and East North Broadway
- ◀ The Glen Echo Ravine and bridge, which serves as a natural gateway to Clintonville
- ◀ The natural features of the Walhalla Ravine
- ◀ Traditional neighborhood development pattern with a mix of residential and commercial uses
- ◀ A historically/architecturally significant movie theatre, which serves as a key feature
- ◀ Limited in types of retail uses for existing storefronts due to lack of parking

Based on existing conditions, the following were identified as key issues for the South Clintonville Neighborhood District:

- ◀ Numerous corridor and Clintonville gateway/entry points
- ◀ Multi-family dwellings and office uses serving as buffers between single-family dwellings and busy vehicular traffic
- ◀ Spread-out nature of the corridor prevents any sense of focus or greater activity
- ◀ The residential areas south of East North Broadway have an established, unique character that could easily be enhanced through streetscape and other physical public improvements
- ◀ The commercial area near Weber presents a unique historic aspect of the corridor, which could become the foundation for a mini-town-center or other specialty district area

Analysis of Existing Conditions



1.2 Resources and Constraints

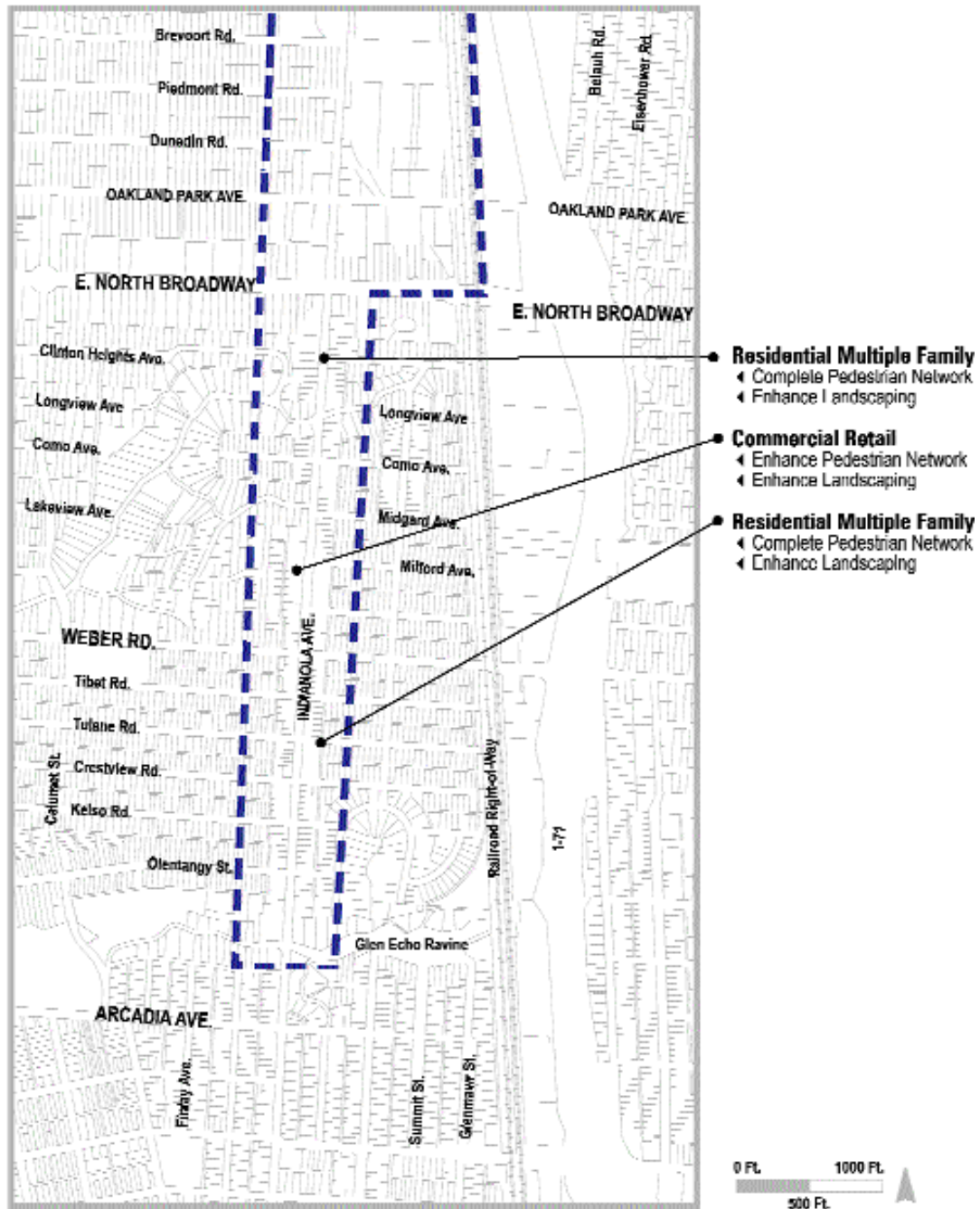
Identification of Development Opportunities

Based on an analysis of the resources and constraints inventoried, a number of development opportunities were identified for the South Clintonville Neighborhood District, including:

- ◀ The commercial strip between Weber and Midgard roads
 - ◆ Renovate storefronts
 - ◆ Enhance the street and sidewalks
 - ◆ Development of a shared parking lot
- ◀ The commercial node at Indianola Avenue and Weber Road
 - ◆ Redevelop to strengthen the pedestrian-oriented character of the area



Identification of Development Opportunities



1.3 Development Opportunities

Proposed Streetscape Improvements

To accommodate development opportunities, a Conceptual Streetscape Plan was prepared, identifying areas within the corridor where modifications and future improvements within the existing right-of-way should be contemplated. The streetscape improvements proposed for the residential sections of the South Clintonville Neighborhood District include:

- ◀ Two travel lanes and two on-street parallel parking lanes, with curb and gutter, as well as street trees and sidewalks on the both sides of the roadway (see Figure A)
- and/or*
- ◀ Two travel lanes and landscaped islands or "bumpouts" (in place of the on-street parallel parking) along with curb and gutter, as well as street trees and sidewalks the both sides of the roadway (see Figure B)

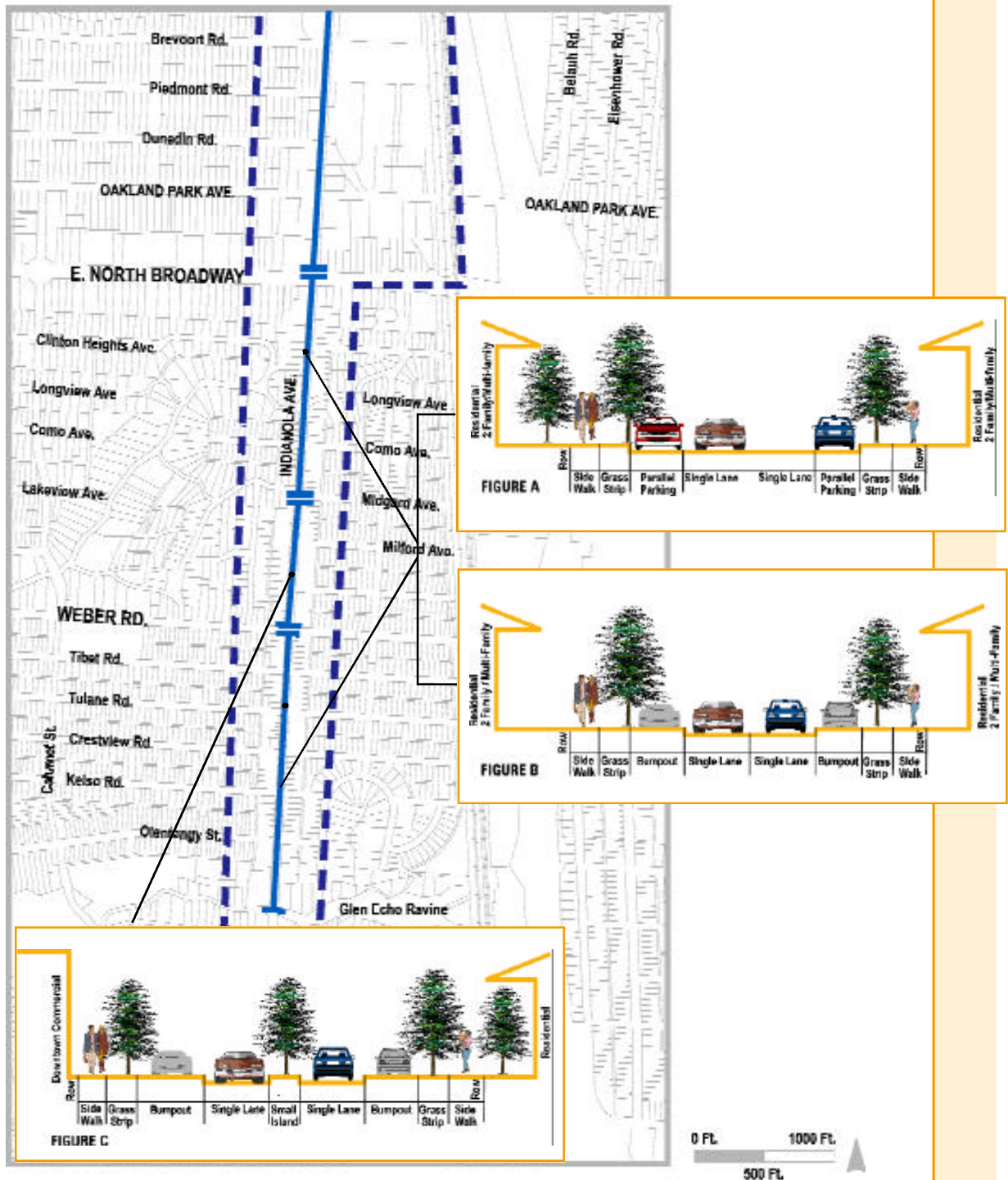
These proposed improvements could accomplish goals of traffic calming, traffic safety enhancement, screening and beautification, and accommodation of vehicular parking, as well as pedestrian and non-motorized vehicular circulation.

In addition, streetscape improvements were proposed for the commercial section of the South Clintonville Neighborhood District between Weber and Midgard roads. These improvements include:

- ◀ Two travel lanes, landscaped islands or "bumpouts", and a small center island, with curb and gutter, as well as street trees and sidewalks on the both sides of the roadway (see Figure C).

These proposed improvements could accomplish goals of traffic calming, traffic safety enhancement, screening and beautification, and visual recognition of a "downtown" commercial district including accommodation of outside display and seating areas, as well as pedestrian circulation.

Proposed Streetscape Improvements



1.4 Streetscape Improvements

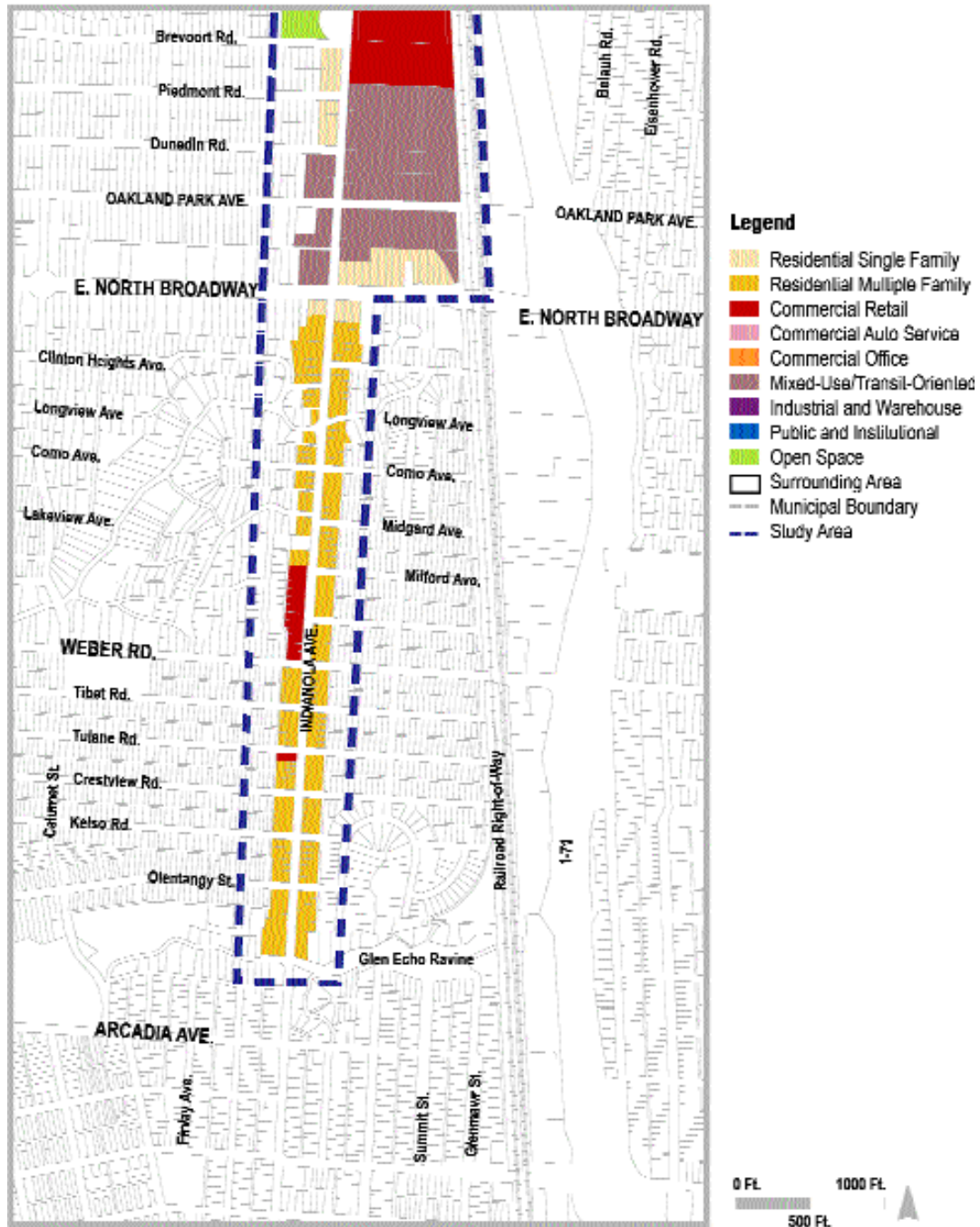
Future Land Use Recommendations

Based on community input and market analyses, the following future land use recommendations were developed for the South Clintonville Neighborhood District.

- ◀ Residential single-family, including limited areas on the west side of Indianola, just south of E. N. Broadway and just north of the Glen Echo Ravine;
- ◀ Residential-multiple family, including areas on both sides of Indianola; and
- ◀ Commercial retail, including areas on the west side of Indianola, between Milford and Weber.



Future Land Use Recommendations



1.5 Future Land Use

Vision for the District

A community within a community, with a mix of uses concentrated along Oakland Park east of Indianola, which is terminated by a new light rail station.

Key Goals and Objectives

The following goals and objectives were formed based on the community's shared vision and concepts for the Central Clintonville Mixed-Use District:

- ◀ Develop East North Broadway and Cooke Road as major gateways to Clintonville
- ◀ Pursue streetscape improvements, beginning with the commercial node at Indianola and Oakland Park avenues
- ◀ Promote mixed-use/transit-oriented development along Oakland Park Avenue



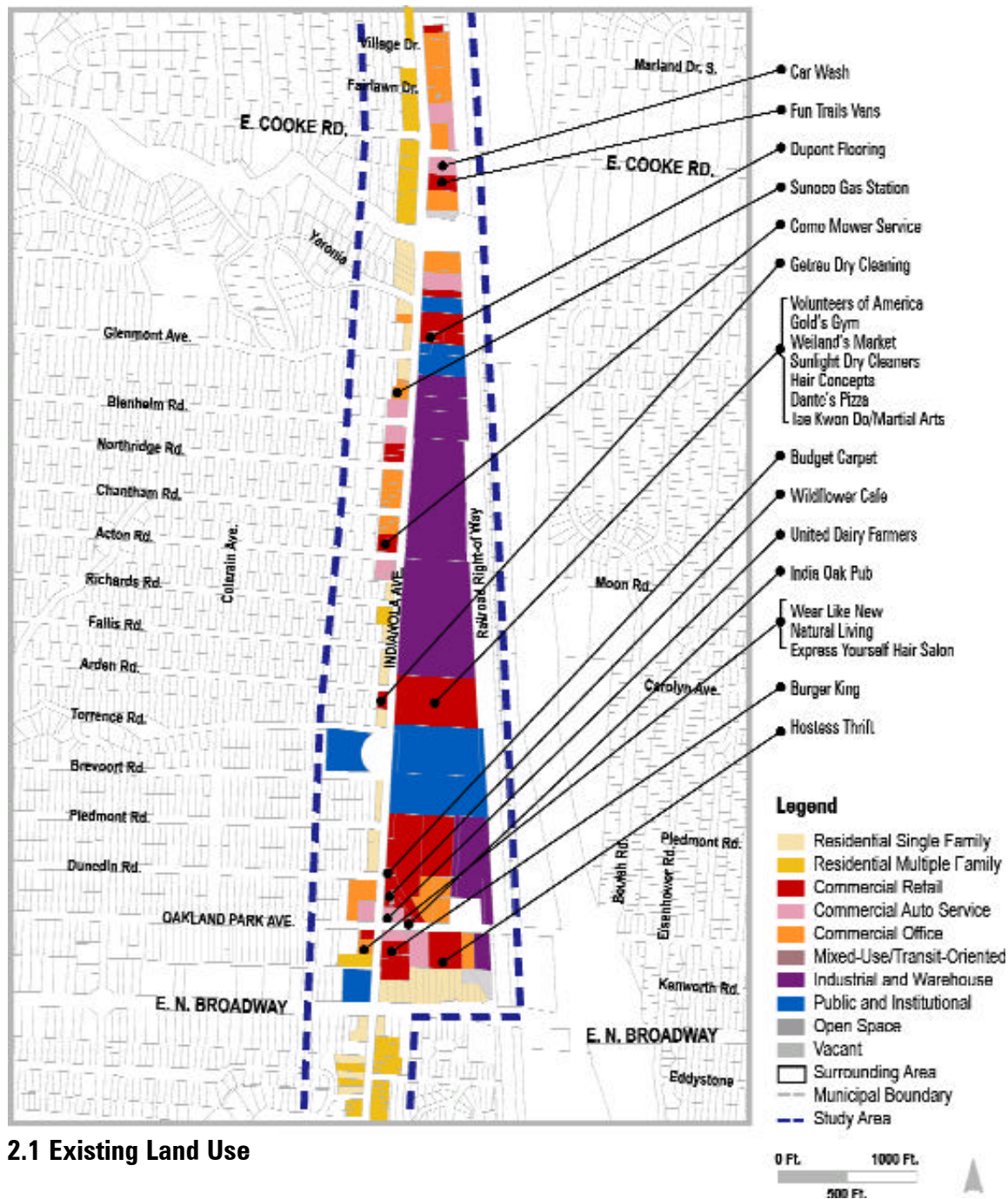
Analysis of Existing Conditions

The existing character of the Central Clintonville Mixed-Use District is commercial and industrial in nature, with a combination of urban and suburban type development. The district also contains some housing, most of which is multi-family. The corridor in this portion of the planning area is primarily a four-lane street section with limited turning lanes, partial curbs and gutter (low due to repeated resurfacing), and some sidewalks.

Based on a survey of current conditions, the following were identified as existing land uses within the Central Clintonville Mixed-Use District:

- ◀ Residential single-family (west side of Indianola and along East North Broadway)
- ◀ Residential multi-family, (west of Indianola)
- ◀ Commercial retail (both sides of Indianola)
- ◀ Commercial auto (scattered on the east side of Indianola)
- ◀ Commercial office (both sides of Indianola)
- ◀ Industrial and warehouse (east of Indianola)
- ◀ Public & institutional (both sides of Indianola)
- ◀ Vacant, with and without buildings (scattered throughout the district)

Analysis of Existing Conditions



2.1 Existing Land Use

Analysis of Existing Conditions

An inventory of resources and constraints was also conducted as part of the survey of current conditions.

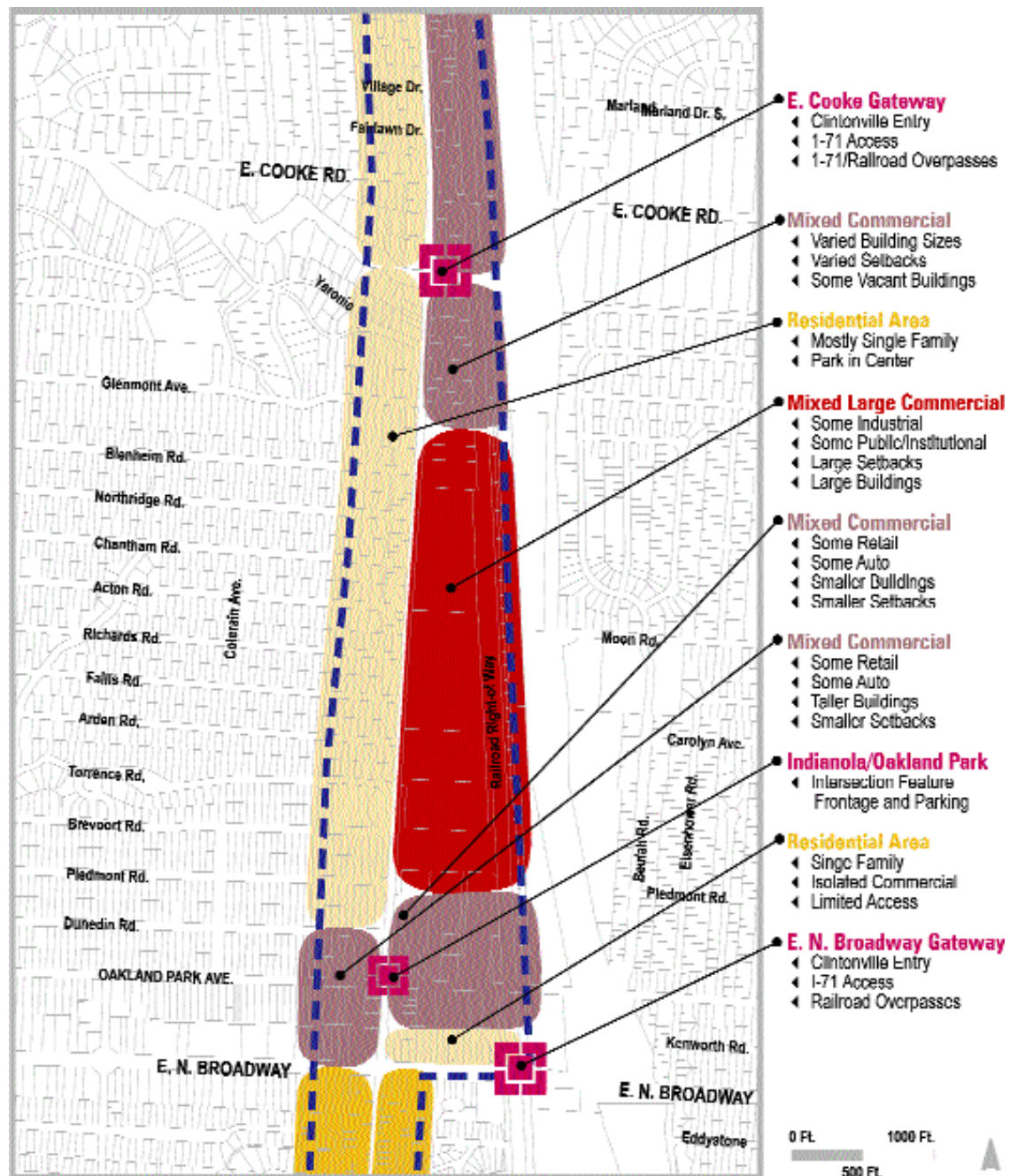
Key assets and liabilities within the Central Clintonville Mixed-Use District include:

- ◀ Access to I-71 via East North Broadway and Cooke Road
- ◀ The Indianola/Oak Park commercial node, which serves as a key feature
- ◀ A thriving, fully leased commercial strip center (i.e. Indianola Plaza)
- ◀ Public and institutional uses that serve the needs of Clintonville residents
- ◀ Lack of consistent development standards, with varied setbacks and signage
- ◀ Deteriorated infrastructure, including the street, curb and gutter, and sidewalks
- ◀ Visual clutter generated by overhead wires and an assortment of utility poles

Based on existing conditions, the following were identified as key issues for the Central Clintonville Mixed-Use District:

- ◀ Numerous corridor and Clintonville gateway/entry points
- ◀ Little landscaping or beautification associated with street
- ◀ Billboards, utility poles, wireless communication facilities, and other unattractive visual elements
- ◀ An incomplete, unimproved, and disconnected pedestrian network
- ◀ Numerous vacant buildings
- ◀ Numerous buildings being used for purposes other than those for which they were originally built (e.g., restaurants used for auto service and office purposes, and apartment buildings used for office purposes)
- ◀ Large industrial uses and other large building uses that may not make optimum use of land on which they are located, and which may be more ideally suited in other areas of the City, such as industrial parks
- ◀ Spread-out nature of corridor prevents any sense of focus or greater activity
- ◀ Multi-family dwellings and other office uses acting as buffers between single family dwellings and busy street
- ◀ Taller buildings between Oakland Park and East North Broadway demonstrate capacity of Corridor to accommodate higher density development patterns

Analysis of Existing Conditions



2.2 Resources and Constraints

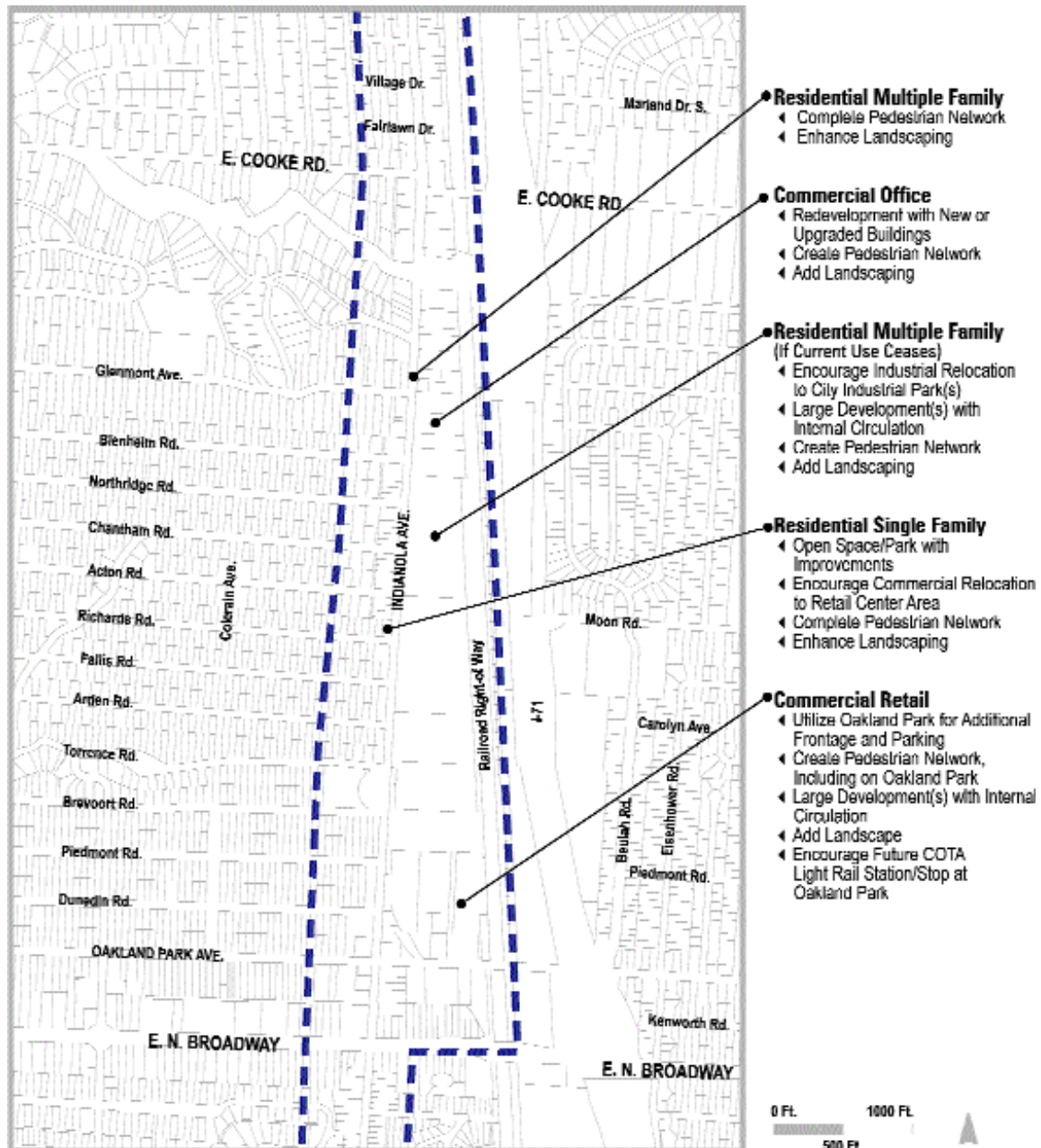
Identification of Development Opportunities

Based on an analysis of the resources and constraints inventoried, a number of development opportunities were identified for the Central Clintonville Mixed-Use District, including:

- ◀ Oakland Park Avenue, from the commercial node at Indianola to the railroad right-of-way
 - ◆ Redevelop the area with transit-oriented mixed-use in anticipation of the future COTA commuter rail station at the east end of Oakland Park
- ◀ Underdeveloped/vacant parcels on the west side of Indianola
 - ◆ Consider multi-family residential development
- ◀ Commercial/institutional/industrial development on both sides of Indianola
 - ◆ Establish consistency along the corridor using the development standards established by the Community Commercial Overlay



Identification of Development Opportunities



2.3 Development Opportunities

Proposed Streetscape Improvements

Because the existing character of this area is mostly residential to the west and nonresidential to the east, design standards on the west side of the roadway should incorporate landscaping, screening, and pedestrian sidewalks and/or pathways. Because these improvements are necessary to benefit and protect residential areas to the west from nonresidential uses to the east, they should be part of the streetscape, rather than private property improvements.

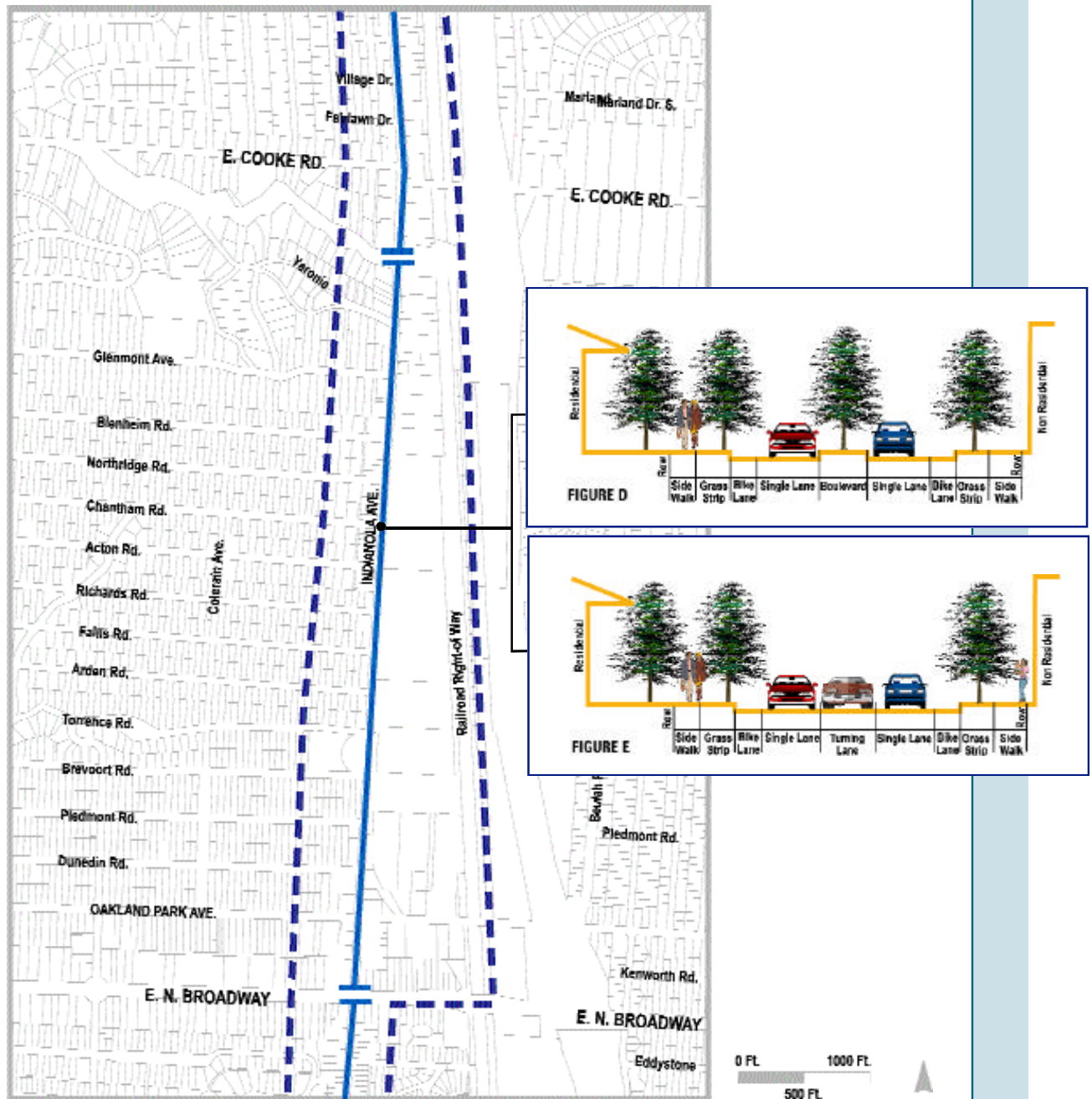
The City's Urban Commercial Overlay (UCO) should be extended into areas where applicable (i.e. Oakland Park east of Indianola). In addition, use of the City's Community Commercial Overlay (CCO) should be used to establish quality development and redevelopment of land east of Indianola and north of Arden, where existing setbacks and development patterns have resulted in disjointed and disconnected development with little positive relationship to the street.

To accommodate development opportunities, a Conceptual Streetscape Plan was prepared, identifying areas within the corridor where modifications and future improvements within the existing right-of-way should be contemplated. The streetscape improvements proposed for the Central Clintonville Mixed-Use District include:

- ◀ Two-lane street section with center turn lane, as well as bicycle lanes, curb and gutter, street trees, and sidewalks on the both sides of the roadway (see Figure D)
in combination with
- ◀ Two-lane street section with center boulevard (where deemed appropriate), as well as bicycle lanes, curb and gutter, street trees, and sidewalks on the both sides of the roadway (see Figure E)

These proposed improvements could accomplish goals of traffic calming, traffic safety enhancement, screening and beautification, and accommodation of pedestrian and non-motorized vehicular circulation.

Proposed Streetscape Improvements

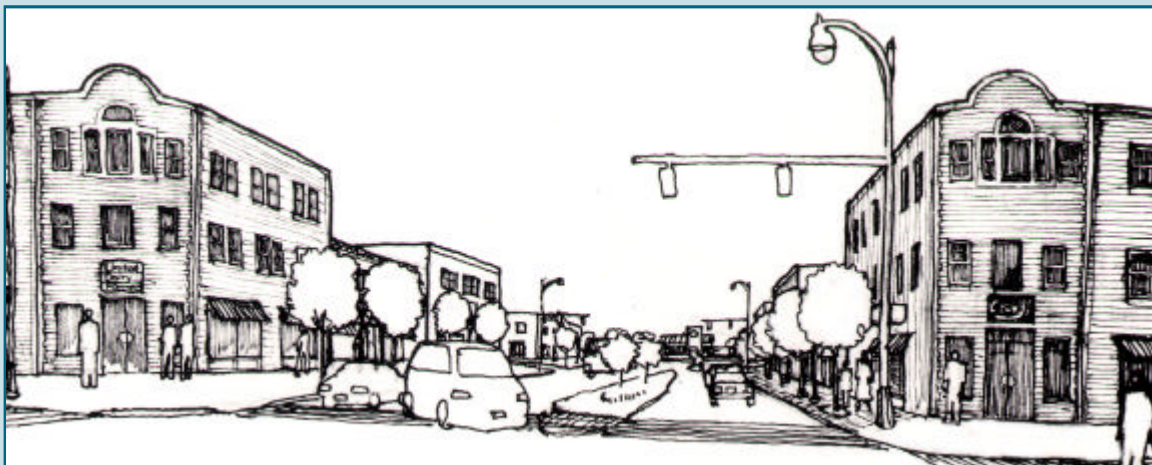


2.4 Streetscape Improvements

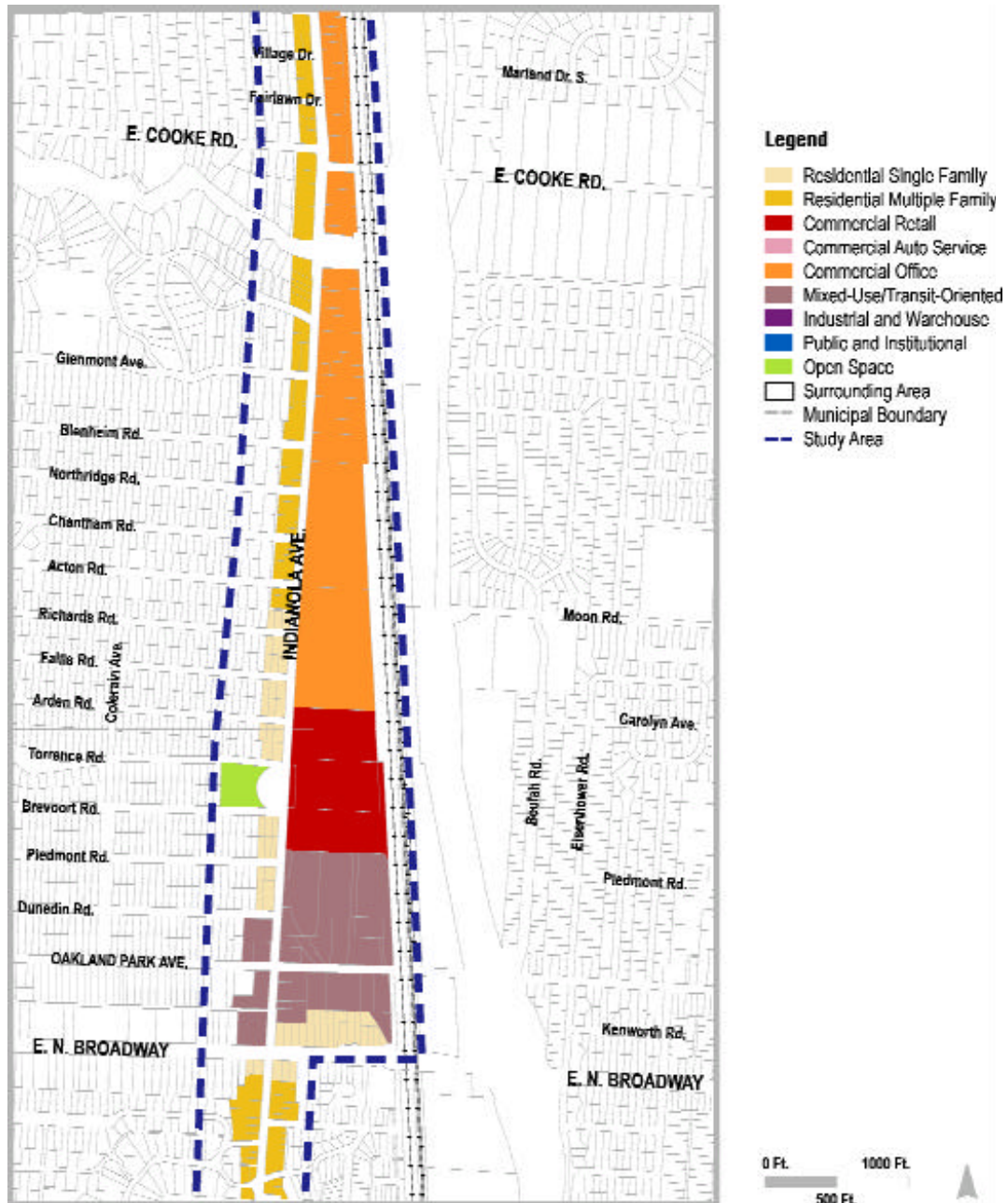
Future Land Use Recommendations

Based on the information gained from the community design workshop, steering committee meetings, and analyses (including the market study), the following land use designations were identified for future development/redevelopment within the Central Clintonville Mixed-Use District:

- ◀ Residential single-family, including areas on the west side of Indianola and areas on the north side of East North Broadway, east of Indianola
- ◀ Residential multiple-family, including areas on the west side of Indianola
- ◀ Commercial office, including areas on the east side of Indianola in remaining areas between East Cooke and Arden
- ◀ Commercial retail, including areas on the east side of Indianola, between Arden and Piedmont, near the desired center retail "hub" at Indianola and Oakland Park
- ◀ Mixed use/transit-oriented, including areas east of Indianola on Oakland Park Avenue
- ◀ Open space, including the park at Brevoort



Future Land Use Recommendations



2.5 Future Land Use

Vision for the District

A business park of retail and office uses which provides goods and services to greater northern Columbus.

Key Goals and Objectives

The following goals and objectives were formed based on the community's shared vision and concepts for the North Clintonville Office/Retail District:

- ◀ Develop Morse Road and Cooke Road as major gateways to Clintonville in cooperation with the Ohio Department of Transportation (ODOT)
- ◀ Pursue streetscape improvements, beginning with the intersection of Indianola and Morse Road
- ◀ Promote mixed-use/transit-oriented development along Morse Road in anticipation of a light rail station

Analysis of Existing Conditions

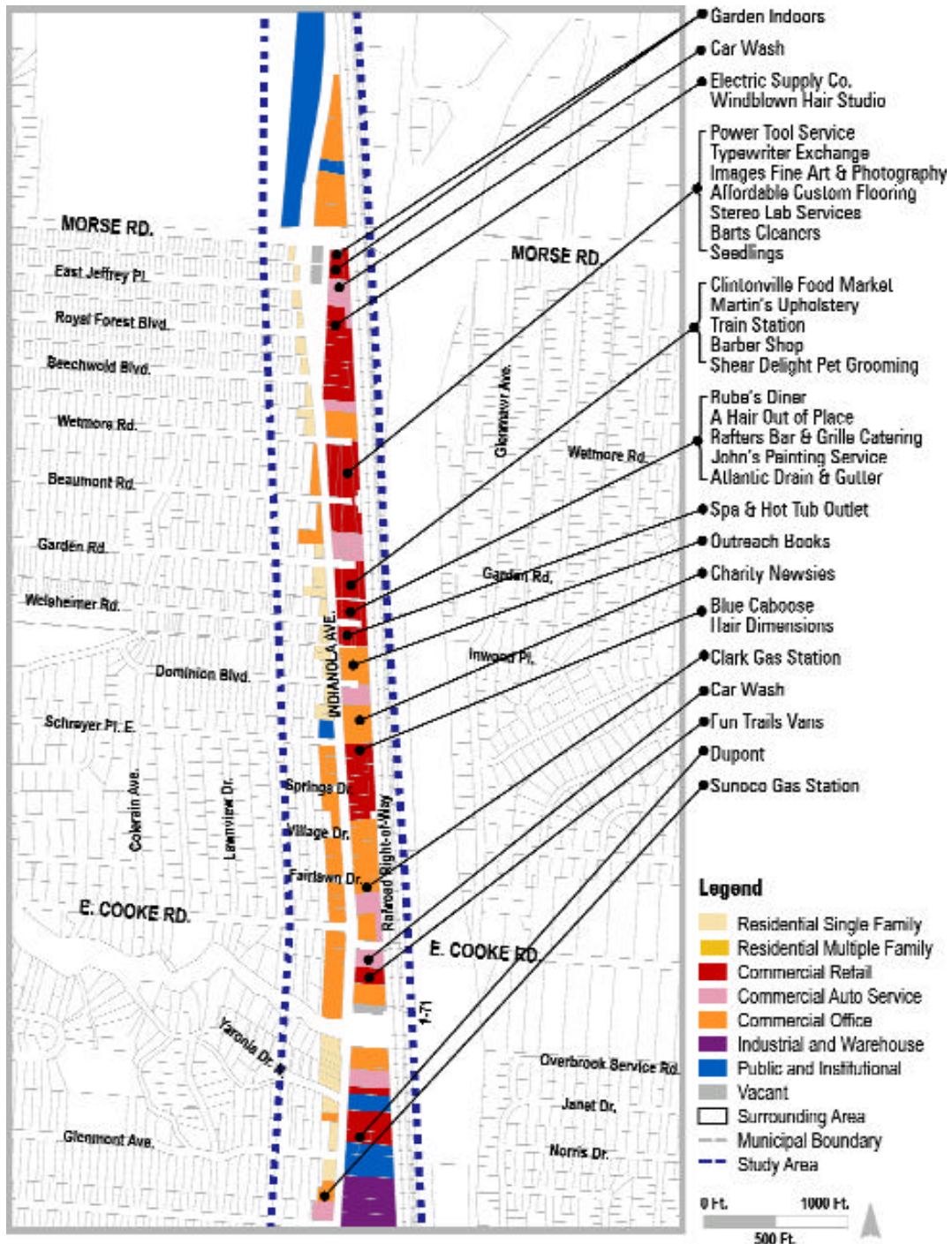
The existing character of the North Clintonville Office Retail District is less descript, with primarily single and multi-family housing on the west and various commercial development on the east. The distinctiveness between the two sides of the corridor gives the area a 'neighborhood-edge' like quality. Parking for many of the commercial development within the district bleeds out into the street (i.e. no curbs or curb lawns). The corridor in this portion of the planning area is primarily a four-lane street section with limited turning lanes, partial curbs and gutter (low due to repeated resurfacing), some sidewalks.

Based on a survey of current conditions, the following were identifies as existing land uses within the North Clintonville Mixed Use District:

- ◀ Residential single-family (west side of Indianola)
- ◀ Residential multiple-family (west side of Indianola)
- ◀ Commercial retail (east side of Indianola)
- ◀ Commercial auto (scattered on the east side of Indianola)
- ◀ Commercial office (both sides of Indianola)
- ◀ Vacant, with and without buildings (scattered throughout the district)



Analysis of Existing Conditions



Analysis of Existing Conditions

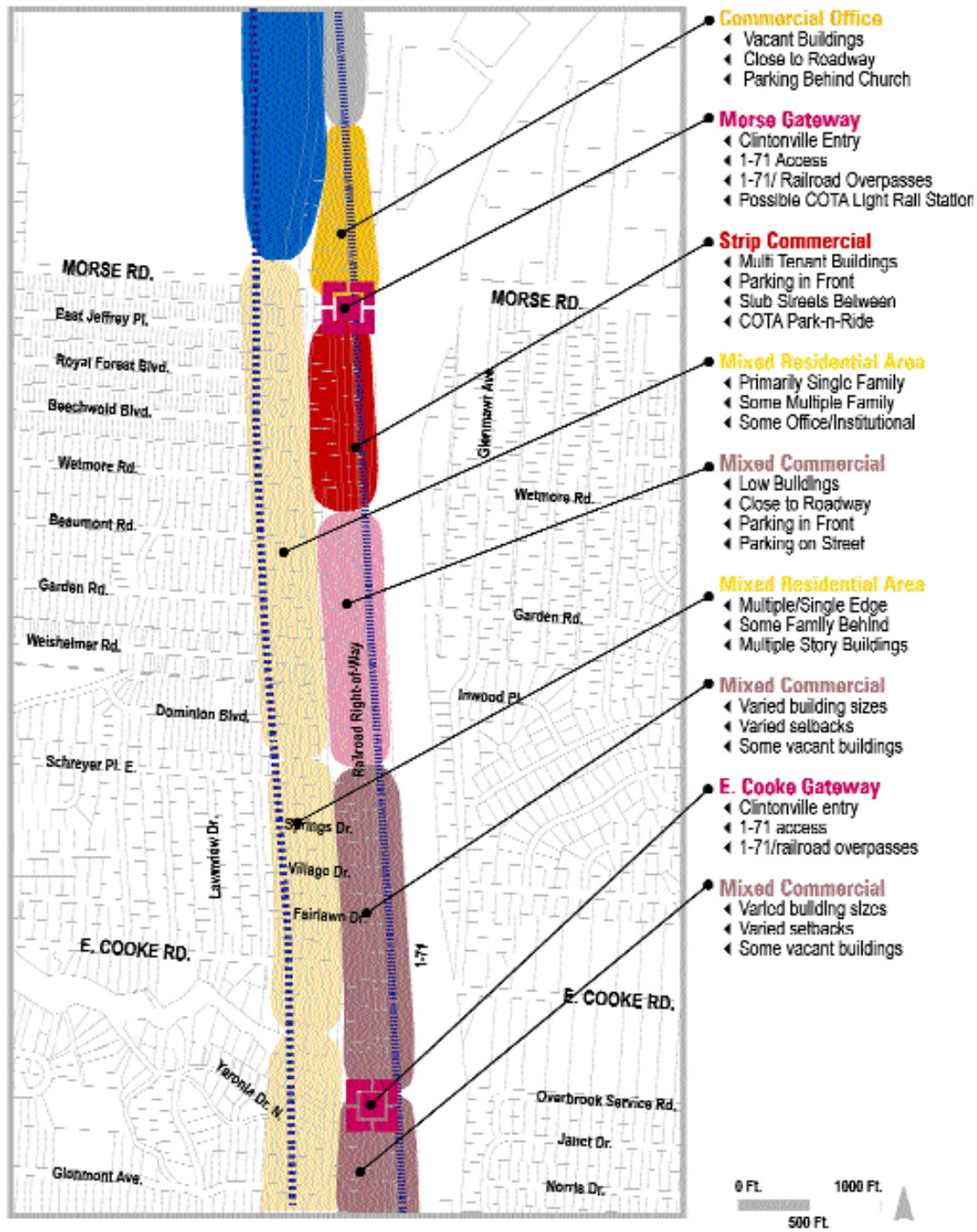
An inventory of resources and constraints was also conducted as part of the survey of current conditions. Key assets and liabilities within the North Clintonville Office/Retail District include:

- ◀ Access to Interstate 71 via Cooke and Morse roads
- ◀ Existing concentration of retail uses located at the center of the district
- ◀ Recent new development and redevelopment (e.g. Beechwold Veterinary Hospital, Café Mozart's, etc.)
- ◀ Lack of consistent development standards, with varied setbacks and signage
- ◀ Deteriorated infrastructure, including the street, curb and gutter, and sidewalks
- ◀ Visual clutter generated by overhead wires and an assortment of utility poles

Based on existing conditions, the following were identified as key issues for the North Clintonville Office/Retail District:

- ◀ Little visual separation from railroad tracks, other than privately constructed fences and barriers of various types
- ◀ Utility poles, wireless communication facilities, billboards, and other unattractive visual elements
- ◀ An incomplete, unimproved, and disconnected pedestrian network
- ◀ Little landscaping or beautification associated with street
- ◀ A number of vacant or underutilized buildings
- ◀ Numerous corridor and Clintonville gateway/entry points
- ◀ Spread-out nature of corridor prevents any sense of focus or greater activity
- ◀ Some multi-family residential and office uses acting as buffering between single family dwellings and busy street
- ◀ Public transportation presence, with COTA Park-N-Ride lot and potential plans for commuter rail station at Morse

Analysis of Existing Conditions



3.2 Resources and Constraints

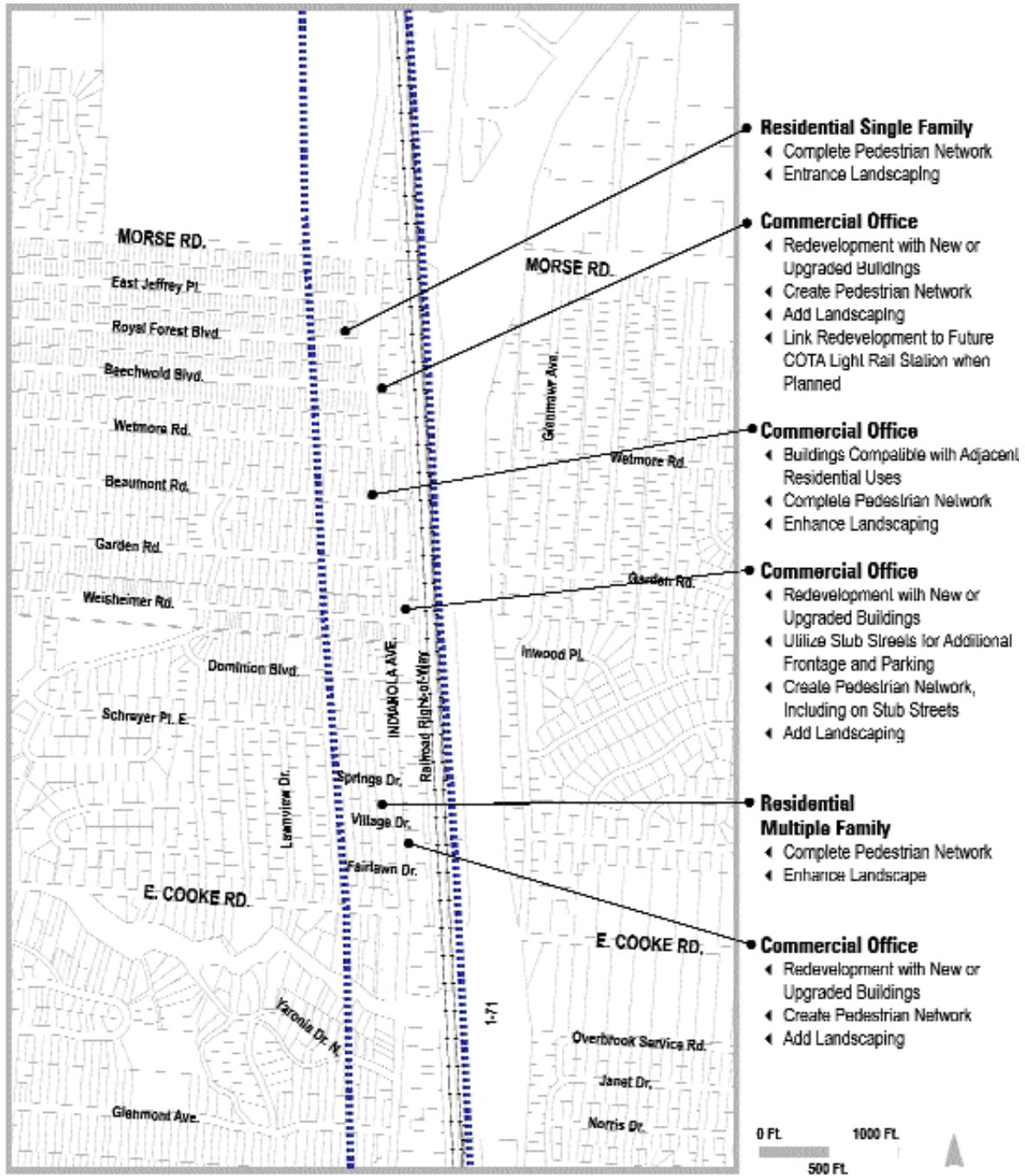
Identification of Development Opportunities

Based on an analysis of the resources and constraints inventoried, a number of development opportunities were identified for the North Clintonville Office/Retail District, including:

- ◀ Morse Road, from Indianola to the railroad right-of-way
 - ◆ Redevelop the area with a mix of retail, office, and high-density residential uses in anticipation of the future COTA commuter rail station at Morse Road
- ◀ Underdeveloped/vacant parcels on the west side of Indianola
 - ◆ Pursue redevelopment for professional office uses
- ◀ Commercial development on the east side of Indianola
 - ◆ Establish consistency along the corridor using the development standards established by the Community Commercial Overlay
 - ◆ Identify alternatives for businesses with parking lots that bleed out into the street (i.e. shared parking, use of stub streets, etc.)



Identification of Development Opportunities



3.3 Development Opportunities

Proposed Streetscape Improvements

Like the Central Clintonville Mixed-Use District, this area is mostly residential to the west and nonresidential to the east. Design standards on the west side of the roadway should incorporate landscaping, screening, and pedestrian sidewalks and/or pathways. Because these improvements are necessary to benefit and protect residential areas to the west from nonresidential uses to the east, they should be part of the streetscape, rather than private property improvements.

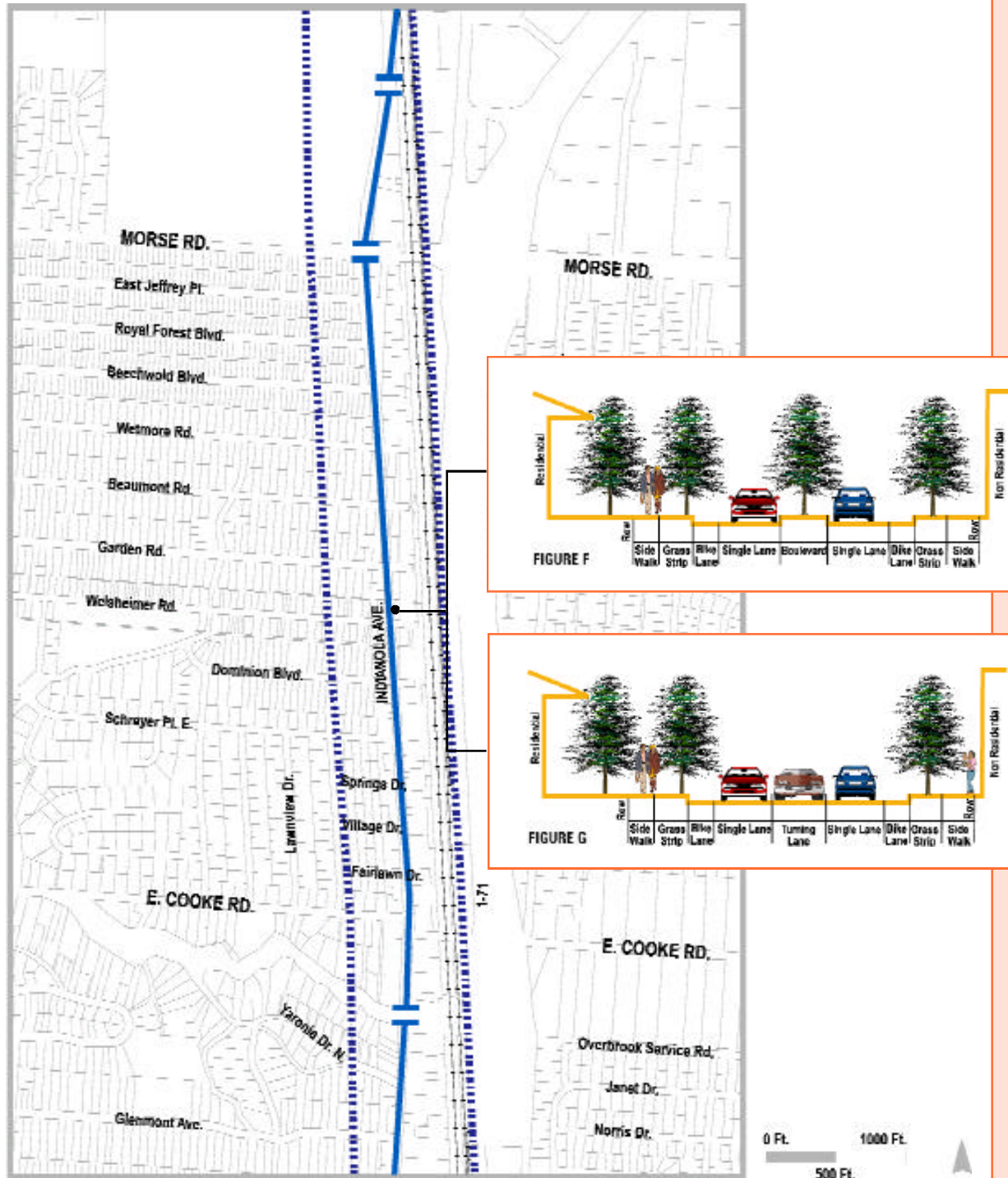
The City's Community Commercial Overlay (CCO) should be used to promote development and redevelopment of land east of Indianola, where existing setbacks and development patterns have resulted in disjointed and disconnected development with little positive relationship to the street.

To accommodate development opportunities, a Conceptual Streetscape Plan was prepared, identifying areas within the corridor where modifications and future improvements within the existing right-of-way should be contemplated. The streetscape improvements proposed for the North Clintonville Office/Retail District include:

- ◀ Two-lane street section with center turn lane, as well as bicycle lanes, curb and gutter, street trees, and sidewalks on the both sides of the roadway (see Figure F)
in combination with
- ◀ Two-lane street section with center boulevard (where deemed appropriate), as well as bicycle lanes, curb and gutter, street trees, and sidewalks on the both sides of the roadway (see Figure G)

These proposed improvements could accomplish goals of traffic calming, traffic safety enhancement, screening and beautification, and accommodation of pedestrian and non-motorized vehicular circulation.

Proposed Streetscape Improvements



3.4 Streetscape Improvements

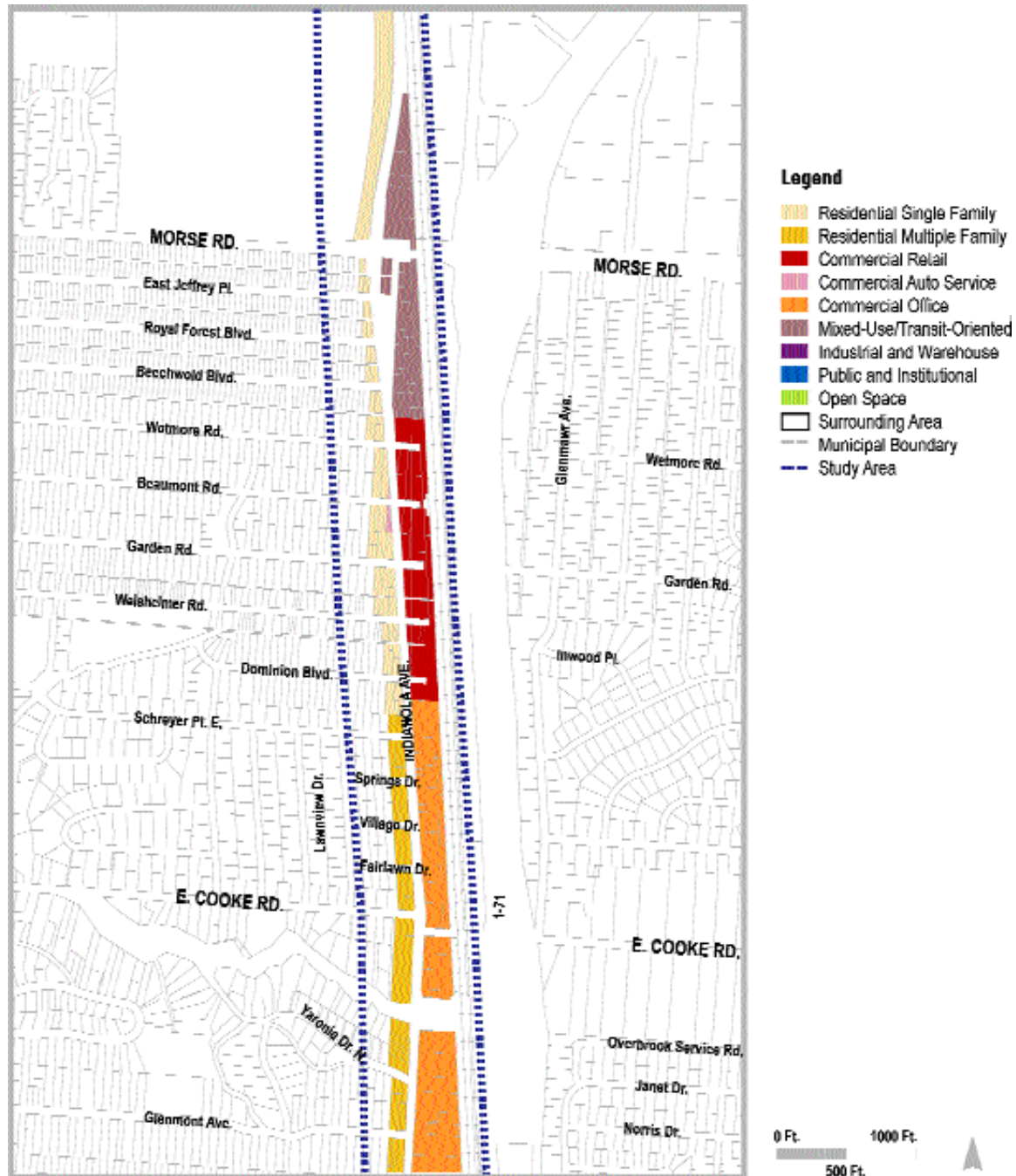
Future Land Use Recommendation

Based on the information gained from the community design workshop, steering committee meetings, and analyses (including the market study), the following land use designations were identified for future development/redevelopment within the North Clintonville Office/Retail District:

- ◀ Residential single-family, including areas on the west side of Indianola
- ◀ Residential multiple-family, including areas on the west side of Indianola
- ◀ Commercial service, including areas on the east side of Indianola
- ◀ Commercial retail, including areas flanking stub streets on the east side of Indianola
- ◀ Mixed-use/transit-oriented, including areas east of Indianola on Morse Road



Future Land Use Recommendation



3.5 Future Land Use

Vision for the District

A community-to-community link that provides an attractive thoroughfare and multi-use trail, connecting resources and opportunities.

Key Goals and Objectives

The following goals and objectives were formed based on the community's shared vision and concepts for the Clintonville-Worthington Link:

- ◀ Develop the northern gateway to Clintonville, including signage and improvements to the Indianola/Lincoln Avenue intersection
- ◀ Provide a physical connection (i.e. sidewalks and trails) between neighborhoods north and south of the Ohio State School for the Deaf
- ◀ Develop a scenic roadway, screening the railroad tracks on the east and taking advantage of the Bill Moose Ravine/State of Ohio property on the west



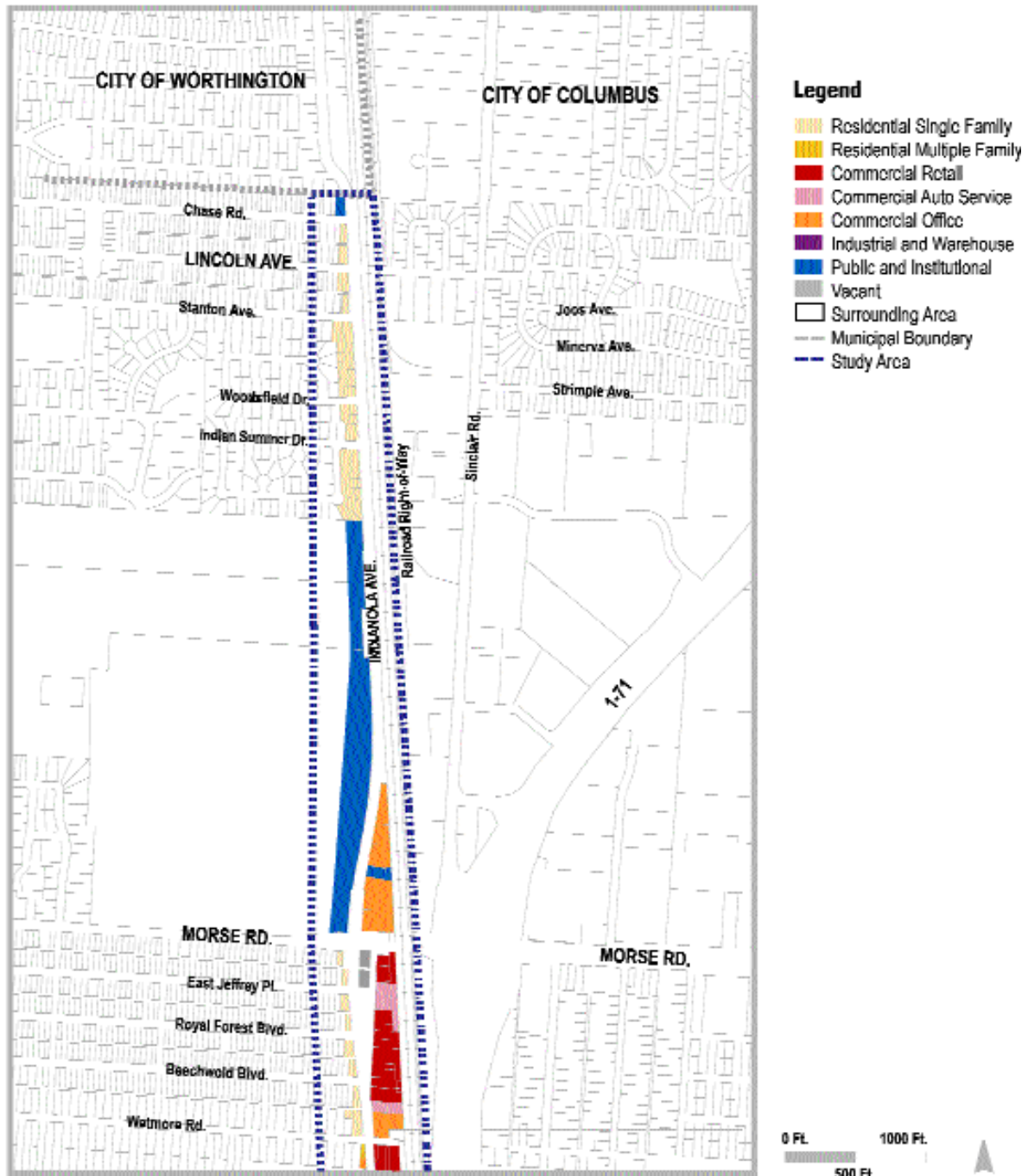
Analysis of Existing Conditions

The existing character of the Clintonville-Worthington Link is rural-like, with large, undeveloped green space (State of Ohio property) to the west and an adjacent railroad easement to the east. Some office and institutional uses are located at the south end of the corridor and much of the north end is bordered by single-family residential. The roadway in this portion of the planning area is a two-lane street with shoulders and ditches and some sidewalks (on the west side).

Based on a survey of current conditions, the following were identified as existing land uses within the Clintonville-Worthington Link include:

- ◀ Residential single-family (west side of Indianola)
- ◀ Commercial office (east of Indianola and north of Morse)
- ◀ Public and institutional (both sides of Indianola)

Analysis of Existing Condition



4.1 Existing Land Use

Analysis of Existing Condition

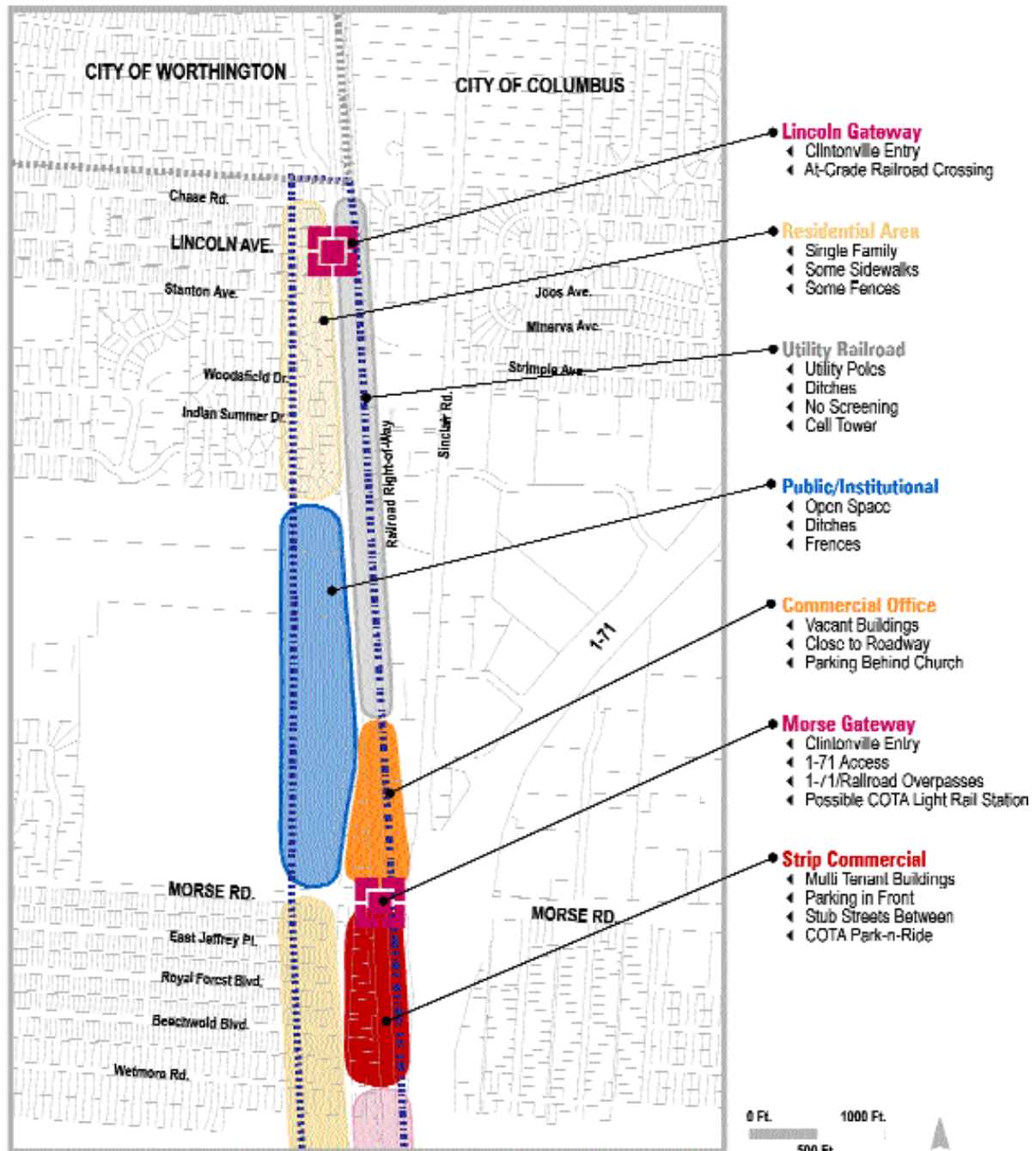
An inventory of resources and constraints was also conducted as part of the survey of current conditions. Key assets and liabilities within the Clintonville-Worthington Link include:

- ◀ Access to I-71 via Morse Road
- ◀ The natural landscape (i.e. the Bill Moose Ravine and State of Ohio property)
- ◀ The adjacent railroad easement and its negative visual impact

Based on existing conditions, the following were identified as key issues for the Clintonville-Worthington Link:

- ◀ The lack of certain roadway improvements (i.e. curbs and gutters)
- ◀ An incomplete, unimproved, and disconnected pedestrian network
- ◀ An at-grade railroad crossing at Lincoln, as well as railroad and highway overpasses at other major intersections
- ◀ Utility poles, wireless communication facilities, billboards, and other unattractive visual elements
- ◀ Significant open space (privately owned) at the Ohio School for the Deaf
- ◀ Little landscaping or beautification associated with street
- ◀ Numerous Corridor and Clintonville gateway/entry points
- ◀ Little visual separation from railroad tracks
- ◀ Spread-out nature of Corridor prevents any sense of focus or greater activity

Analysis of Existing Link



4.2 Resources and Constraints

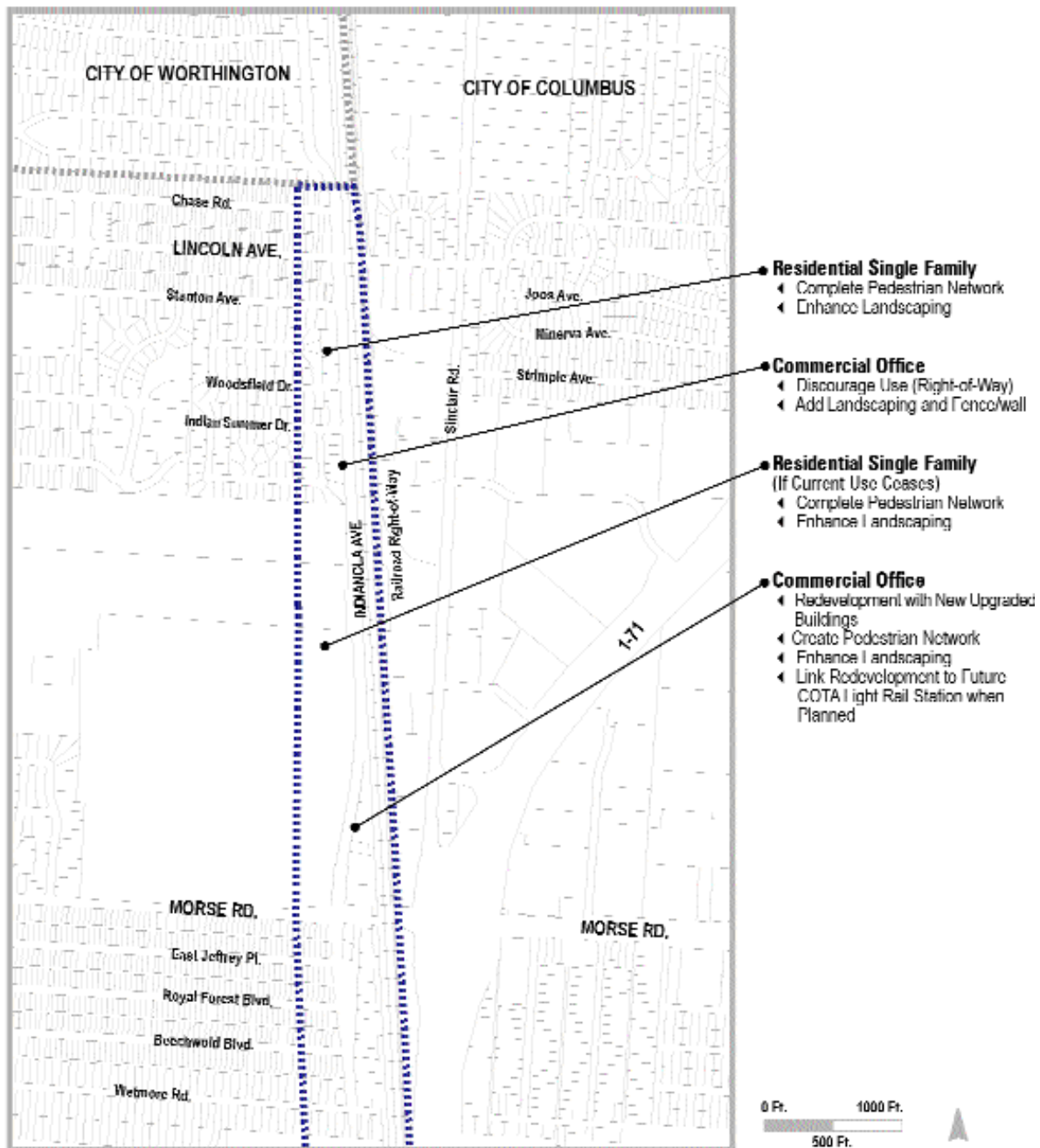
Identification of Development Opportunities

Based on an analysis of the resources and constraints inventoried, a number of development opportunities were identified for the Clintonville-Worthington Link, including:

- ◀ Morse Road, from Indianola to the railroad right-of-way
 - ◆ Redevelop the area with a mix of retail, office, and high-density residential uses in anticipation of the future COTA commuter rail station at Morse Road
- ◀ Commercial development on the east side of Indianola
 - ◆ Establish consistency along the corridor using the development standards established by the Community
 - ◆ Commercial Overlay



Identification of Development Opportunities



4.3 Development Opportunities

Proposed Streetscape Improvements

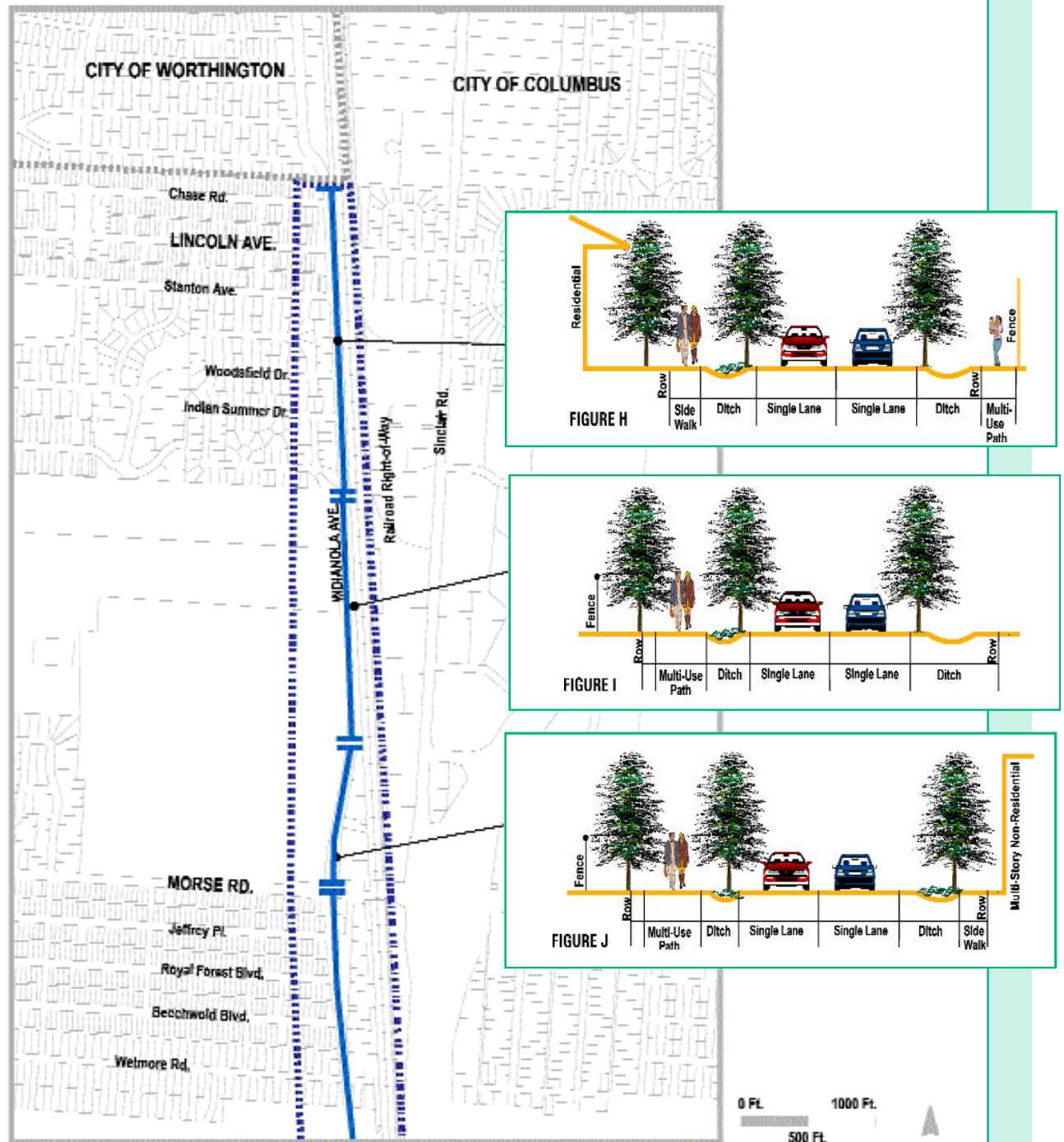
Because the existing character of this area is mostly undeveloped green space and residential uses (on the west side of the corridor), design standards for the roadway should incorporate landscaping, screening, and pedestrian sidewalks and/or pathways. Since these improvements are necessary to benefit and protect uses to the west, they should be part of the streetscape, rather than private property improvements. In addition, street lighting should be installed from Morse Road to the City of Worthington corporation line in conjunction with streetscape improvements.

The City's Community Commercial Overlay (CCO) should be used to promote quality development and redevelopment of land east of Indianola and north of Morse, where existing setbacks and development patterns result in disjointed and disconnected development with little positive relationship to the street.

To accommodate development opportunities, a Conceptual Streetscape Plan was prepared, identifying areas within the corridor where modifications and future improvements within the existing right-of-way should be contemplated. The streetscape improvements proposed for the Clintonville-Worthington Link include:

- ◀ Two-lane street section, with shoulders and ditches, accompanied by street trees, landscaping and sidewalk on the west side; street trees and a security/sound fence or wall on the east side (see Figure H). This section would apply to the area north of the Ohio School for the Deaf property, where residential uses face the west side of the roadway.
- ◀ Two-lane street section, with shoulders and ditches, accompanied by street trees, landscaping, and a multi-use path on the west side; street trees only on the east side (see Figure I). This section would apply to the area adjacent to the Ohio School for the Deaf property, but only where the roadway is adjacent to the railroad right-of-way.
- ◀ Two-lane street section, with shoulders and ditches, accompanied by street trees, landscaping, and a multi-use path on the west side; street trees, sidewalks, and buildings on the east side (see Figure J). This section would apply to the area adjacent to the Ohio School for the Deaf property, where buildable parcels are located between the roadway and the railroad right-of-way.

Proposed Streetscape Improvements

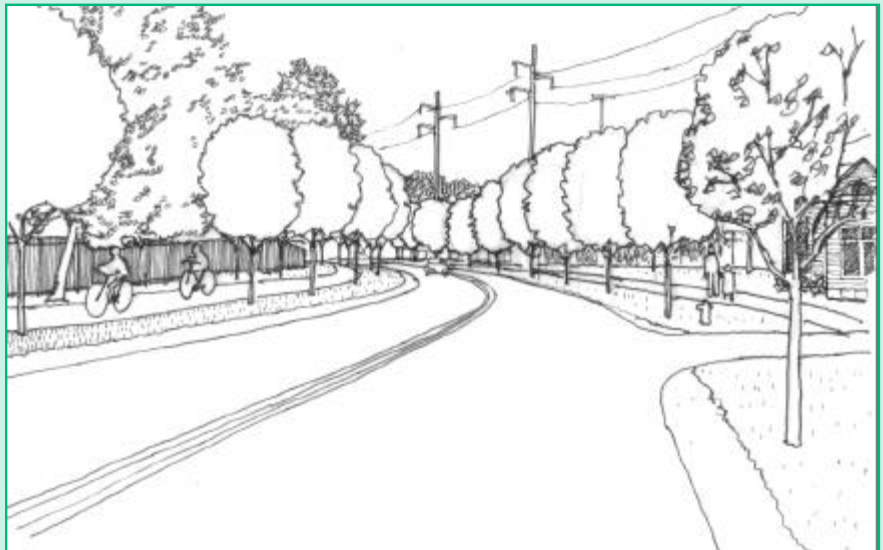


4.4 Streetscape Improvements

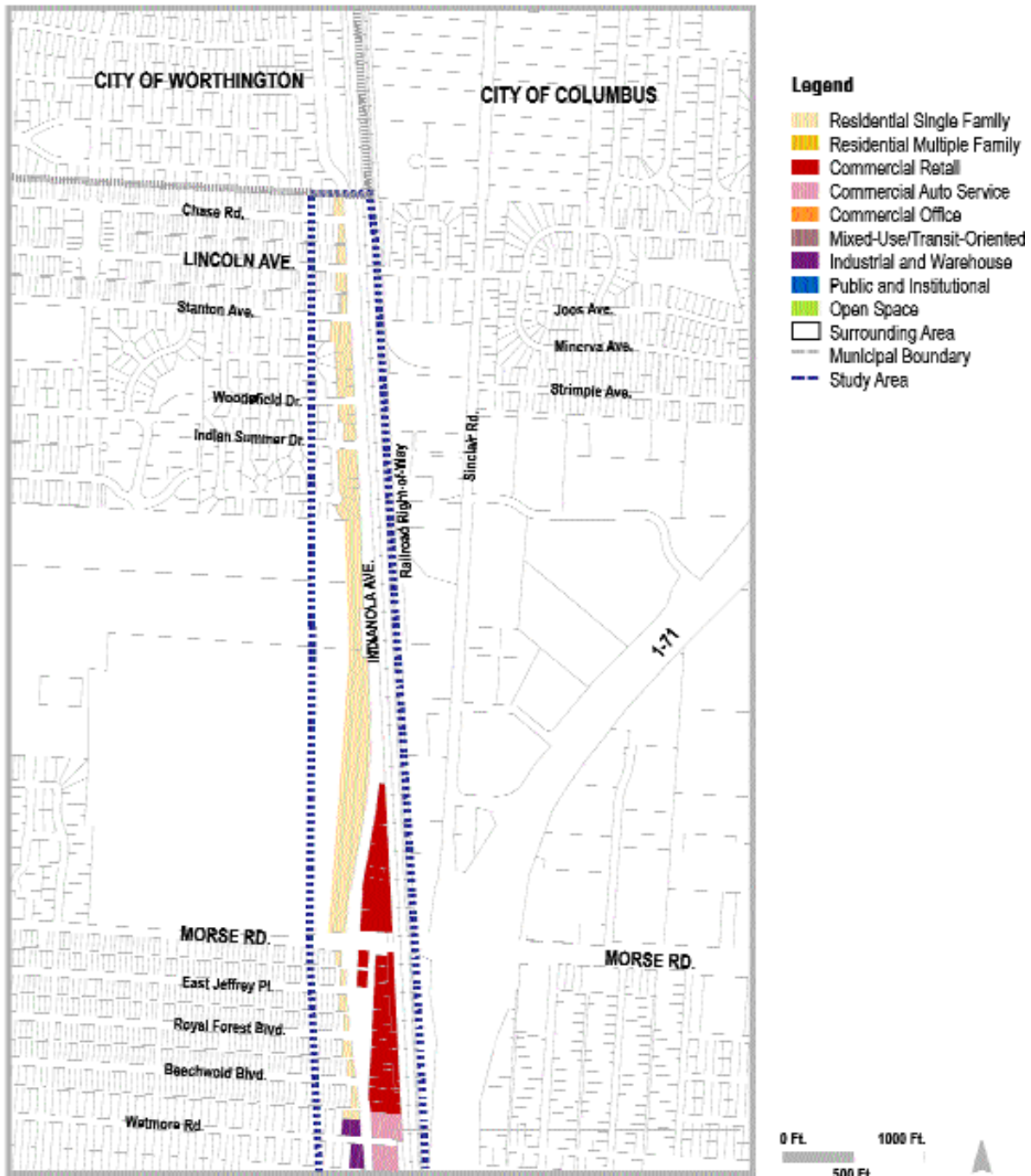
Future Land Use Recommendations

Based on the information gained from the community design workshop, steering committee meetings, and analyses (including the market study), the following land use designations were identified for future development/redevelopment within the Clintonville-Worthington Link:

- ◀ Residential single-family, including areas on the west side of Indianola; and
- ◀ Mixed-use/transit-oriented, including areas on the east side of Indianola, just north of Morse, with this designation meant to encourage the introduction of a mix of retail, office, and high density residential uses into future redeveloped parcels near the future COTA commuter rail station at Morse Road.



Future Land Use Recommendations



Key Action Steps

The following action steps are suggested as strategies for plan implementation. They are provided as guidelines for area stakeholders who are interested in bringing the concepts and recommendations of this plan to fruition.



1. Find a Champion

- ◀ Recruit one (1) or more persons or organizations to lead efforts to work with City officials and others public entities to move forward with preliminary design and traffic studies and secure funding for various projects to implement this Plan.
- ◀ Call upon numerous individuals and existing organizations that would be likely choices to take the lead, and involve business owners, property owners, and area residents in a cooperative effort.
- ◀ Focus first on immediate implementation of at least one demonstration project, such as enhancing the Indianola Avenue and Oakland Park Avenue intersection and land directly surrounding it, to show progress to stakeholders and the public.
- ◀ Focus second on long term tasks including the study, design, and funding of major improvements, which will be necessary to see Plan recommendations through to completion.

2. Change the Street

- ◀ Conduct a feasibility study. Initiate engineering and design studies and secure long-term funding to change the face of Indianola Avenue, implementing improvements delineated in the Conceptual Streetscape Plan (see maps 1.4, 2.4, 3.4, and 4.4) and feasibility study.
- ◀ Encourage reconstruction, rather than merely resurfacing, of Indianola Avenue from East North Broadway to the City of Worthington corporation line, including but not limited to the replacement of curbs, installation of an effective storm drainage system, and relocation and consolidation of utility poles.
- ◀ Involve ODOT in discussions, so that the status of Indianola Avenue as U.S. 23 within the Corridor area can be fully evaluated, balancing traffic and funding implications of any potential change in designation.
- ◀ Establish ongoing dialog with COTA so that improvements to the areas around Oakland Park and Morse Road coordinate with development of a light rail.
- ◀ Works with local, county, state, and federal elected officials, so that all potential funding sources for road improvements can be identified and utilized.
- ◀ Move forward quickly, while all long-term studies are underway, with at least one demonstration project, such as enhancing the South Clintonville Neighborhood District.

Key Action Steps

3. Amend Plans and Zoning

- ◀ Promote development of provisions within other citywide plans (e.g. bikeway plan etc.) that calls for sidewalk, path, and bike lanes identified in the Conceptual Streetscape Plan (see maps 1.4, 2.4, 3.4, and 4.4) and corresponding Street Sections, to link the corridor to other existing and planned area improvements.
- ◀ Establish the Community Commercial Overlay (CCO) for all commercially zoned or used property on Indianola between Oakland Park and Lincoln avenues.
- ◀ Establish the Urban Commercial Overlay (UCO) for all commercially zoned or used property on Oakland Park Avenue between Indianola and the railroad right-of-way.
- ◀ Encourage and accommodate Transit-Oriented Development (TOD) along Morse Road and Oakland Park Avenue in coordination with future COTA rail plans. Encourage COTA commuter rail stations not only at Morse Road but also at Oakland Park Avenue (rather than East North Broadway), so as to coincide with the proposed retail "hub" for the corridor.
- ◀ Strengthen enforcement of existing zoning, traffic, parking, and other City regulations in the planning area.

4. Relocate or Minimize Adverse Impacts from Incompatible Land Uses

- ◀ Engage existing truck-dependent and large-building non-retail users in the planning area in discussions regarding the feasibility, including costs and benefits, of relocating to City industrial parks or other areas that could better serve the users.
- ◀ If relocation is feasible, coordinate and help to obtain incentives for the relocation.
- ◀ If relocation is not feasible, work with property owners and users to explore ways to reduce/minimize adverse impacts from existing uses on the corridor, including the possibility of modifying existing buildings so that truck docks face the railroad tracks rather than Indianola.
- ◀ Pursue incentives to encourage improvements.
- ◀ Assemble a panel of real estate developers for a community forum to further discuss redevelopment solutions.



Key Action Steps

5. Redevelop Vacant Properties

- ◀ Encourage acquisition, consolidation, and redevelopment of vacant and underutilized properties in the Indianola Avenue corridor, consistent with the provisions of this Plan.
- ◀ Educate property owners and users about the Plan and its provisions, so as to facilitate land use change and redevelopment.
- ◀ Offer and use incentives, when available and necessary, to facilitate redevelopment projects that are marketable and supportable, rather than to create projects with no readily apparent marketability or support.

6. Relocate Retail Uses to Corridor Center

- ◀ In conjunction with redevelopment projects as they occur, encourage existing corridor retail users and tenants to relocate to the corridor's designated retail center surrounding the Indianola and Oakland Park intersection.

7. Market the Corridor

- ◀ Market the Indianola Avenue Corridor to potential retail businesses identified in the Market Study included in this Plan and to entities interested in establishing mixed use and transit-oriented developments.
- ◀ Ensure that new retail uses relocating to the corridor complement existing and recommended uses along High Street, rather than compete with them.
- ◀ Bring together public, non-profit, and private sector entities to explore cooperative methods to achieve these goals.

8. Remain Vigilant and Involved

- ◀ As implementation proceeds, respond quickly to changes in external conditions that may impact the Indianola Avenue corridor.
- ◀ Acknowledge that actual outcomes will not all completely mirror this Plan's provisions, but rather that this Plan will act as a catalyst and guide for future actions related to the corridor.
- ◀ Carefully monitor relevant actions and decisions at the local, county, state, and federal levels, as well as by other applicable public and private sector entities, to ensure that the interests of the corridor are adequately represented.



The Planning Division
City of Columbus
109 N. Front Street
Columbus, Ohio 43215